

CREATIVE

:15 or :30 second preroll with synched display banner. The preferred preroll length is :15 sec to ensure maximum exposure across CNNMoney.com.

PREROLL TRACKING PIXELS

Preroll is primarily site-served. We can accommodate click tags, survey tracking and 3rd party tracking pixels in the video at the start, middle and/or end if necessary. Tracking pixels must return a 1x1 transparent gif and not resolve to a client's site.

All tracking pixels **must** be sent to **CNNMONEY_TRAFFIC@TIMEINC.COM** when submitting digital assets. It is not CNNMoney.com policy to add tracking after a flight has launched. Please use the following naming convention in the subject line of your submission email: **VIDEO Tracking : CNNMoney.com – Advertiser/Product – Date.**

3RD PARTY SERVED PREROLL

CNNMoney.com accepts Atlas Instream clickable video preroll only.

COMPRESSION

Turner will encode creative in formats and bitrates to coincide with content offerings. "Best practice" encoding is utilized; creative is encoded using a standard profile for a given format that looks best under most circumstances.

10 DAYS LEAD TIME

All assets (video, 336x280 synched banner, 88x31 .gif and any 1x1 tracking pixels) should be received **ten (10)** business days prior to launch for encoding, testing, approval and trafficking to ensure an on-time campaign launch.

CREATIVE SUBMISSION

All preroll assets should be sent to:

Turner Ads QA
CNN.COM
ONE CNN CENTER, SW0836B
ATLANTA, GA 30303-2762

turner.ads.qa@turner.com

All synched display banners and tracking pixels should be sent to:

CNNMONEY_TRAFFIC@timeinc.com

Please send a confirmation email to

CNNMONEY_TRAFFIC@timeinc.com that assets have been shipped. Include **VIDEO: CNNMoney.com – Advertiser/Product – Date in the subject line.**

VIDEO

Aspect Ratio: 16:9 **Size:** Full Screen

Tape-Based Media: Any standard-definition format

Betacam:

SP	SX
Digital Betacam	MPEG IMX

Any letterboxing is the responsibility of the advertiser
Flash video is not accepted.

SYNCHED DISPLAY BANNERS

The CNNMoney.com general Ad Guidelines apply with a few exceptions. Please submit the following:

ART SIZE: 336x280 Rectangle

- Max file size: 40K
- Up to three creatives may be rotated at one time
- Creative Types Accepted:
 - Standard Banners: GIF, JPEG, standard 3rd party ad tags
 - Standard Rich Media: Flash, HTML, 3rd party rich media
- No audio, floating ads or expandable banners allowed
- Animation/Looping Guidelines: No loop maximum, but total animation time for all loops combined cannot exceed 30 seconds.
- Ads may not employ persistent rapid / "strobing" animation of any graphic, copy, or background element(s).
- No pop-ups or pop-unders allowed.
- Only in-banner survey invites permitted.

File-Based Media

- Delivered on CD-R or DVD-R:
- Uncompressed Quick Time
- MPEG-2 Program or Transport Stream file
- DV file
- MXF

ART SIZE: 88x31

- Max file size: 4K
- .GIF, JPEG or .EPS logo only
- This placement is site-served by CNNMoney.com
- Clickthrough URL or 3rd party redirect (must not exceed 200 characters)
- No animation allowed
- 3rd party tracking pixels accepted

Please consult **CNNMoney.com Ad Specifications at:**
http://money.cnn.com/services/mediakit/Ad_Specifications.html

VIDEO PODCASTS

Video

Aspect Ratios: 16:9

Size: Full Screen **Uncompressed Quick Time File-Based**

Media (16:9): Delivered digitally

- 1 version only – :15 second preroll
- Post roll optional; can run up to a 2:00 postroll
- All files must contain a soundtrack, even if the ad is to run without sound

Podcast Creative Submission

All video podcast assets should be sent to:
CNNMONEY_TRAFFIC@timeinc.com

GENERAL INFORMATION

All rich media ads should be delivered in full working order, include necessary components, and be capable of being displayed on all browsers and all platforms. If the browser is incapable of showing the rich media ad, a backup animated gif should be shown instead.

Whenever possible, rich media ad code should be provided with clickthrough locations as parameters to allow CNNMoney.com to apply impression goals and accurately gauge traffic and clickthrough performance through DoubleClick Dart Enterprise.