

# The News & Observer Online Ad Specs **Static & Animated GIFs**

Send ads to: [OL\\_ads@newsobserver.com](mailto:OL_ads@newsobserver.com)



- Every banner must have at least one pixel border on all sides.
- A click tag is required for all Flash ads. Standard Script for Flash buttons is: `on(release) {getURL(clickTAG, "_blank");}`
- Animation is limited to 15 seconds, including looping, for all GIFs and SWFs. Animation can start again on mouse over but must stop immediately on mouse off.
- All Flash ads require a back up .gif file (please send this along with your Flash ad)
- Advertisements cannot mislead the user. For example, they may not mimic or resemble Windows/Mac/Unix dialogue boxes, error messages, or the like.
- Advertisements cannot contain graphics that simulate interactivity (i.e., drop down menus, search boxes, etc.) without that functionality actually existing.
- NO fake or simulated HTML interactivity. Advertisements cannot mimic news headlines in design, tone, 3rd person sentence structure, or topic.



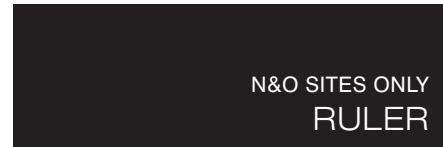
## LEADERBOARD

pixel dimensions: 728 x 90  
 .gif or .jpg max. filesize 40k  
 .swf max. filesize 40k



## RECTANGLE

pixel dimensions: 300 x 250  
 .gif or .jpg max. filesize 40k  
 .swf max. filesize 40k



## N&O SITES ONLY RULER

pixel dimensions: 300 x 100  
 .gif or .jpg max. filesize 40k  
 .swf max. filesize 40k



YAHOO!  
ONLY

SKYSCRAPER

pixel dimensions: 120 x 600  
 .gif or .jpg max. filesize 40k  
 .swf max. filesize 40k



CARS.COM &  
HOMEFINDER.  
COM ONLY

WIDE SKYSCRAPER

pixel dimensions: 160 x 600  
 .gif or .jpg max. filesize 40k  
 .swf max. filesize 40k



YAHOO! MAIL ONLY  
MONSTER

pixel dimensions: 425 x 600  
 .gif or .jpg max. filesize 40k  
 .swf max. filesize 40k