HSNW Web Advertising Guidelines

Advertising Dimensions Options (W x H in pixels):
- Leaderboard: 728 x 90
- Wide Skyscraper: 160 x 600
- Large Cube / Medium Rectangle: 300 x 250
- Banner: 468 x 60

Expansion not allowed for these units

File Types Allowed:
- Static: GIF, JPG, JPEG, PNG
- Animated: GIF, Flash (SWF)

For any flash submissions, we require a back-up standard image file.

File Specifications:
- Maximum File Size: (50KB)
- Color Format: RGB
- The ad unit content must be clearly distinguishable from normal webpage content (ie. Ad unit must have clearly defined borders and should not be confused with normal page content). Any flashing backgrounds or otherwise distracting ads are not allowed.

Animated Image Ad Specifications:
- Maximum Animation Frame Rate: 5 fps
- Maximum Animation Length: 15 seconds, animations can be looped but must stop after 15 seconds

Animated Flash Ad Specifications:
- Maximum Animation Frame Rate: 24 fps
- Maximum Animation Length: 15 seconds
- Video is not allowed for these units
- Expansion is not allowed for these units
- Audio Initiation: Must be user initiated (on click: mute/un-mute); default state is muted
- Hot Spot: Not to exceed ¼ size of ad. Only initiated when cursor rests on hotspot for at least 1 second. Must not initiate audio
- Z-Index Range: 0 – 4,999
- Max Percentage of CPU Usage: 20%
- Accepted Versions: All
- Flash ads need to support the clickTAG variable:
  - **ClickTAG parameter code for ActionScript 2:**
    ```
    on (release) {
     if (clickTAG.substr(0,5) == "http:") {
     getURL(clickTAG, "_blank");
     }
    }
    ```

- o **ClickTAG parameter code for ActionScript 3:**

```
import flash.events.MouseEvent;
import flash.net.URLRequest;
// ……
someButton_or_displayObject_to_receive_mouseClick.addEventListener(
  MouseEvent.CLICK,
  function(event: MouseEvent) : void {
    flash.net.navigateToURL(new URLRequest( root.loaderInfo.parameters.clickTAG),
"_blank");
   }
 );
```

Replace someButton_or_displayObject_to_receive_mouseClick with the actual name of button that will receive the click.

Note that it's not necessary to specify the destination URL for the ad anywhere in this code; this is taken care of through the usage of clickTAG. Also, depending on the structure of your Flash ad, it may be necessary to prepend "_root." or "_level0." to "clickTAG" above, resulting in "_root.clickTAG" or "_level0.clickTAG".

PLEASE NOTE: There is a submission lead time of 3 business days before the campaign start date.

Homeland Security News Wire

HSNW Email Advertising Guidelines

Advertising Dimensions Options (W x H in pixels):
- Daily Report:
    - Leaderboard: 728 x 90
    - Cube: 250 x 250
    - Banner: 468 x 60
- Sector Report:
    - Leaderboard: 728 x 90
    - Cube: 250 x 250
    - Banner: 468 x 60
- Special Reports:
    - Leaderboard: 728 x 90
    - Cube: 250 x 250
    - Banner: 468 x 60

File Types Allowed:
- Static: GIF, JPG
- Animated: GIF *(Please Note: While our email system supports animated GIF's not all email clients do and it may not display as an animation)*

File Specifications:
- Maximum File Size: 50KB
- Color Format: RGB
- The ad unit content must be clearly distinguishable from normal email content (ie. Ad unit must have clearly defined borders and should not be confused with normal page content). Any strobing, flashing backgrounds or otherwise distracting ads are not allowed.
- Tracking URL's are allowed; however, the URL may not contain non-standard or special characters.

Animated Image Ad Specifications:
- Maximum Animation Frame Rate: 5 fps
- Maximum Animation Length: 15 seconds, animations can be looped but must stop after 15 seconds