



# Rich Media Ads

## What is a Rich Media ad?

Rich Media describes advertisements with which users can interact on a web page. They may contain animation, audio or video. These advertisements utilize sophisticated technology to allow for in-banner interaction and/or ad expandability. Examples of Rich Media include expandable ads, page peels, content pushers, transitionals and prestitials.

### Advantages to Rich Media ads

- Communicate more information through different types of media (audio, video, interaction).
- More clicks - They are more likely to be clicked on because they catch people's attention.
- Powerful branding – Even if the ad isn't clicked on, viewers are still more likely to see and remember the ad than traditional display advertising.

## Rich Media Ad Types

# 1

### Expandable Run-of-Site Banner Ads

Sold by month, block or impression like a regular banner ad

**Medium Rectangle:** 300x250 – expands left to 500x250

**Leaderboard:** 728x90 – expands down to 728x280

**Price:** rate card plus 20% for selected position

# 2

### Special Rich Media Positions

Sold by month, block or impression.

**Content Pusher:** Exact width dimension depends on site (example: 930x50 expanding to 930x300).

The ad only auto-expands once per user per day. The un-expanded version of the ad will be up for all impressions in the selected time frame.

**Price:** see rate card price.

**Transitionals:** Sold weekly, displayed once per day.

Add creative size 500x500.

**Transitional Price:** see rate card.

## Specs for Rich Media Ads

### BABCOX CREATES

For companies that don't have the ability to provide rich media ad code, they can provide two files – one for the collapsed version and one for the expanded version for any of the Rich Media ad types listed above except Transitionals (only one creative file needed for Transitionals).

- Initial file size: 40k; max expanded file size: 60k
- File types: JPG, GIF, PNG, BMP, Flash
- Dimensions will be supplied based on site on which the ad is purchased

### CLIENT CREATES

Rich media from EyeWonder, EyeBlaster, DoubleClick, Atlas, Dart or other ad vendors must meet these IAB Rich Media guidelines:

- Max initial file size: 40k
- Max file size (polite download): 80k
- Animation length: 15 seconds
- Flash specifics: 18 fps
- Expand/contract method: rollover/rolloff preferred
- Expandable hotspot limitation: 33%
- "Close X" controls required

# 1

## Expandable Run-of-Site Banner Ad Examples

Medium Rectangle: 300x250 – expands left to 500x250



Leaderboard: 728x90 – expands down to 728x280



# 2

## Special Rich Media Position Examples

Content Pusher: Exact width dimension depends on site (example: 955x50 expanding down to 955x300)



Transitional: 500x500 - Displays for 15 seconds and redirects to website

