



STANDARD BANNERS

Ad units on SCIFI.COM are sold in the following Interactive Advertising Bureau standard sizes. All physical dimensions are accompanied by maximum file size caps.

AD SIZE	AREA	MAXIMUM FILE SIZE
90x72 pixels	Events Calendar (date box) only	6k
468x60 pixels	Sitewide	12k
120x600 pixels	Targeted areas of SCIFI.COM	18k
728x90 pixels	SCI FI Wire only	18k

There is a five-loop maximum for all animated GIFs. Standard banner formats include GIF, animated GIF and JPG. SCIFI.COM's creative team is not available to create banner ads for clients at this time.

RICH MEDIA BANNERS

The banner sizes listed below may also employ rich media. Currently approved technologies include Flash, HTML, DHTML, JavaScript, Shockwave, Pointroll, Eyeblasters and Shoshkeles.

File size restraints for rich media banners are as follows:

AD SIZE	MAXIMUM FILE SIZE
468x60 pixels	12k initial load 40k user click
120x600 pixels	18k initial load 40k user click
728x90 pixels	18k initial load 40k user click

Lead Time

Five business days prior to any campaign start date, the Production Manager and General Manager must be provided with information concerning run dates and campaign technology, as well as a preview of the creative. The ad cap for the campaign also needs to be verified by ad sales, SCIFI.COM and the ad-serving agency at this time.

RICH MEDIA QA AND IMPLEMENTATION TIMELINE	
Campaign info, run dates and ad cap provided to SCIFI.COM	Day 1
Advertiser materials submitted	Day 2
Quality assurance and troubleshooting	Days 3-5
Implementation on SCIFI.COM	Day 5
TOTAL QA AND IMPLEMENTATION TIME	5 business days

Restrictions

- With the exception of Flash creative, no rich media campaign may go up on the site until it has undergone Quality Assurance testing on all browsers and platforms it will serve in. Pop-up or pop-under windows containing any sort of rich media presentation must also go through the QA process. The amount of time required by SCIFI.COM's production team to QA a campaign is **three business days**. If the QA process takes longer than three days due to an inability to pinpoint and correct problems by the serving agency, the campaign will be delayed as needed. If serious problems are discovered with the campaign and the client needs to rework creative, the campaign start will be delayed as needed. Once new creative is sent to SCIFI.COM, there will be an additional testing period of **two business days** to insure the problems have been fixed.
- All Flash must be compatible for versions 3.0 and up. A GIF or JPG alternative must serve to users who do not have the Flash plug-in.
- Ad units may not play audio or video, or expand, until initiated by user rollover.
- All audio and video must include a clear "pause" or "stop" button.
- Banners that expand on mouseover must close on mouseout.
- Banners that are expandable upon user click must still auto-close after 10 seconds. A "close" button is additionally required, but may not be relied upon as the sole means of retraction.
- If we receive reports that an ad is creating technical issues on the site, the campaign will immediately be suspended until the problem can be corrected.

NEW RICH MEDIA TYPES

Before any campaign is sold involving a rich media type that has never previously been used on SCIFI.COM, the site's production staff must be given **five business days** to evaluate the new technology and ensure that it will not conflict with of the any existing technology used on SCIFI.COM.

In order to perform this testing, SCIFI.COM must be provided with a sample of the technology involved, served through the same type of ad tag it will use during the campaign run. After the new ad type is approved, QA and implementation timelines will follow the same schedule as other rich media technologies. If compatibility or other issues are discovered that cannot be corrected, this ad type may be denied.

POP-UP / POP-UNDER WINDOWS

Pop-ups and pop-unders are available in all five IAB standard window sizes:

- 300x250 pixels
- 250x250 pixels
- 336x280 pixels
- 240x400 pixels
- 180x150 pixels

Any pop-up or pop-under window sized beyond these standards **must** be approved by SCIFI.COM before it is placed on the site.

Pop-ups and pop-unders may contain GIF, JPG, HTML, Flash, or any other rich media creative. All rich media ads must be tested according to the same guidelines imposed for rich media banners (see above). Pop-ups and pop-unders are served via a 1x1 pixel auto-launch placement. They must adhere to the following guidelines:

Specs

Any pop-up or pop-under windows not initiated by user interaction may not exceed a maximum total file size of **35k**. The length of content playing in the window may not exceed 15 seconds. No auto-play is allowed; rich media content must be initiated by user click.

Restrictions

- There is an overall limit of three pop-up or pop-under windows allowed per 24 hours on SCIFI.COM.
- No more than one window may be spawned at one time from any page of SCIFI.COM.
- Pop-up and pop-under ads must be clearly marked as advertising (i.e. they cannot be disguised as SCIFI.COM content).
- A pop-up may not play streaming content until initiated by user click.
- Rich media pop-ups and pop-unders are limited to once per user per day.
- SCIFI.COM must approve in advance any data-capture that will take place by any advertiser.

FLOATING ADS

Any campaign that is coded to hover over SCIFI.COM page content for any period of time is considered a floating ad. Approved technology for floating ads includes DHTML, Eyeblasters and Shoshkeles. Floating ads may auto-play animated content, but not audio or video content. All ads must include a clear “close” or “end” button. The ad must additionally auto-close after 10 seconds. All floating ads must be approved by the General Manager.

IMPLEMENTATION

The following situations fit under the category of “implementation” for the SCIFI.COM production team:

- Placing new ad tags on the site (in any section or category)
- Implementation of ads into the SCIFI.COM Events Calendar

Standard implementation time for all requests is **two business days**. All tags should be provided at the time implementation is requested. If tags are not provided, an additional **three business days** is required.

Production/implementation time for all other campaign types can be found in the appropriate sections of this document.

NEWSLETTERS

There are currently two newsletter sponsorships available with SCIFI.COM.

SCIFI.COM HTML Newsletter

There is a 468x60 ad placement available in the weekly SCIFI.COM HTML newsletter. Format can be either GIF or JPG (no rich media permitted). Maximum file size is 12k. There is a five loop maximum for all animated GIF images.

Science Fiction Weekly Newsletter (text-only)

Text should be no more than 40 words, not including the linking URL. Deadline for all ad copy to reach the editor of Science Fiction Weekly is Monday at 10 a.m., the week the ad will run.

AVANTGO

Basic specs for AvantGo channel ads are as follows:

- Format: .GIF or .JPG
- Dimensions: 148 pixels wide x 80 pixels high
- Maximum file size: 20k
- Color palette: 32-color maximum
- Ad may be full color or black and white
- Clickable graphics must have accompanying text link (5 words max.)
- All graphics must have accompanying <alt> tag

For more detailed information, please see the attached document, *AvantGo Advertising Specs*.

AD CREATIVE PRODUCED BY SCIFI.COM

Clients may request, under special circumstances, that SCIFI.COM's creative team design advertising for the site. SCIFI.COM should not, however, be considered a creative shop for advertisers. All creative work done by the SCIFI.COM team must first be approved by the General Manager.

SCIFI.COM must be provided with the following elements before any creative work begins:

- Campaign art, provided as layered Photoshop files
- All final copy, pre-approved by the client
- Sponsor's logo in .EPS format, and logo usage guidelines, if applicable
- Any required fonts
- Other creative from the client's campaign [print or web] for direction, as applicable

SCIFI.COM must be given direct communication with the client creative contact or their agency. All client approvals, however, will be formally handled by Julie Warner (julie.warner@unistudios.com, ext. 5775).

The production timeline for ads created by SCIFI.COM's creative team is as follows:

Initial design period	4 days
Client approval	2 days
Design revisions	3 days
Final client approval	1 day
TOTAL PRODUCTION TIME	10 business days

SCIFI.COM is only able to create GIF, animated GIF, and JPG ads at this time. We are not able to create any pop-up or pop-under windows or rich media creative of any kind. Requests to resize clients' current ads will be considered the same as the creation of a new ad.

CUSTOM GRAPHICAL SPONSORSHIPS

These campaigns are designed and implemented by SCIFI.COM's creative team, and generally include custom logo/graphic placement on pages of the site and/or sponsorship of home page top feature content. The standard timeline for creation of a campaign by SCIFI.COM is 14 business days. Production schedules and deadlines will be provided to ad sales at the beginning of every project.

SWEEPSTAKES

Sponsored sweepstakes on SCIFI.COM are generally not co-branded (i.e. a joint venture between the client and SCIFI.COM). The initial concept for the sweepstakes, as well as all contest prizing, must be provided by the client. Standard production time for all sponsored sweepstakes is **21 business days**.

Sponsored sweeps may include the following elements.

- Sponsor company and/or product logo
- Additional branding as required by the client
- Introductory copy describing the sweepstakes and prizing
- Photographs of contest prizing
- Sweepstakes form
- Links from copy and images, as appropriate
- Sponsor email opt-in
- SCIFI.COM newsletter opt-in (dependant on entry arrangements)
- Complete contest rules
- Sweepstakes "thank you" and error pages
- Additional elements such as audio/video clips, downloadable samples, etc. (Please note that large media files may not be hosted on SCIFI.COM's servers and should be provided as links only.)

The following assets must be in-house before production work begins. Delays in delivery of project assets will result in alteration of the original production schedule.

- Client logo(s) in .EPS format
- Logo usage guidelines, if any
- Client-approved copy describing the sweepstakes and prizing
- Any imagery that should appear on the page, in layered Photoshop files
- Photographs of all contest prizing, in layered Photoshop files
- Text document detailing required form fields for the sweepstakes
- Exact language for email opt-in
- Error text/call to action for sweepstakes error page and thank you page
- Any URLs required for linking from the site
- Graphical/text link tracking requirements

TROUBLESHOOTING

If SCIFI.COM receives reports that ads are crashing browsers, breaking the site, or otherwise causing problems, the campaign in question will be suspended **immediately**. These ads may not be put back into rotation on the site until the problem has been corrected. There is a re-testing period of **two business days** for any campaigns that were pulled because of technical problems or other errors.

Once a rich media campaign has undergone QA and been approved for the site, it becomes the responsibility of the ad serving agency to troubleshoot and correct any further problems the ad may be causing on the site.

Any ad-related problems on SCIFI.COM should immediately be reported to the Production Manager and ad sales, along with the following information:

- A screen shot of the problem, with your mouse placed over the problem ad so that its Trafficmac identifying information is visible at the bottom of the browser window (e.g. *http://ad.doubleclick.net/click;3458408;0-267;0;6460084;1-468|60;0|267|0;:%3fhttp%3a%2f%2fwww.netsol.com/cgi-bin/promo/landing?code=P13C74S1N0B2A10D0V2*)
- The platform and OS you're using
- The browser and version you're using

Please submit all screenshots in **JPG** format.

AD TAGS

Each new area of SCIFI.COM should have its own set of custom ad tags for both the header (468x60 pixels) and interior page ads (120x600 pixels). Ad tags should be requested from the Production Manager. Tag requests and implementation require a three-day turnaround period.

HOUSE ADS

A certain number of in-house promotional ads are available on SCIFI.COM at all times. House ads can be created in the following sizes:

- 468x60 pixels
- 120x600 pixels
- 120x60 pixels
- 120x240 pixels

Note that there is a limit of five ads per campaign. This means that if you are creating ads for *Tremors*, for example, you can submit no more than five total ads in any combination of the sizes above. Since 120x240 and 120x60 placements still exist on the site but are no longer sold by Ad Sales, these will compete only with other SCIFI.COM house ads. However, there is a very limited number of these placements on the site.

All ads must be approved by the Senior Editor and Art Director before they can be placed in rotation on the site. After approval, ads should be passed to the Production Manager for trafficking. The following information must be included:

- Campaign start date
- Campaign end date
- Linking URL
- ALT text
- Site placement (e.g. SCIFI.COM, USA Network, Trio)

FOR MORE INFORMATION

For more information about Interactive Advertising Bureau standards, go to <http://www.iab.net/>.

To view the SCIFI.COM online media kit, go to <http://www.scifi.com/mediakit/>.