

Topix Ad Specifications

Topix provides these creative specs as a general guideline based on IAB standards. Please note that there may be variables based on the site, ad format, or vendor. Please contact your Topix sales representative for more information. These creative specifications are subject to change.

Standard Ad Units

Assets due 5 business days prior to launch

Unit	Width	Height	Max FPS	Flash	Max Anim	Max Wt Flash	Max Wt Static
Leaderboard	728	90	24	5+	3 loops or 15 sec	40kb	20kb
Rectangle	300	250	24	5+		40kb	20kb
Half Page Ad	300	600	24	5+		40kb	20kb
Skyscraper	160	600	24	5+		40kb	20kb

Expandable/Rich Media Units

Assets due 5 business days prior to launch

Unit	Initial Width	Initial Height	Initial Weight	Exp Width	Exp Height	Exp Weight	Exp Dir	Max Anim	Notes
Leaderboard	728	90	40kb	728	315	80kb	Down	3 loops or 15 sec	Expanded portion of ad must include "Close" button
Rectangle	300	250	40kb	500	250	80kb	Left		Expanded portion of ad must be third-party served
Half Page Ad	300	600	40kb	500	600	80kb	Left		All audio must be user initiated
Skyscraper	160	600	40kb	460	600	50kb	Right		Video/audio controls must be present

Unit	Width	Height	Max FPS	Flash	Max Wt	Max Time	Notes
Interstitial / Floating Ads	800	600	24	5+	80kb	10 sec	Must include a prompt to "Skip this ad" or "Close" All audio must be user initiated Video/audio controls must be present

Unit	Width	Height	Max Wt	Notes
Wallpaper	1600	1200	60kb total	Wallpaper consists of a single image that is loaded as an HTML background. See Appendix A for more details.

Topix Custom Units

Assets due 5 business days prior to launch

Unit	Width	Height	Headline	Summary	Max Blocks	Art (optional)	Sponsor Logo
Featured News Alert (FNA)	300	100 (approx)	30 characters	80 characters	4	60x60 10kb	88x31 8kb

Custom unit that emulates existing Topix editorial content. The FNA can rotate-in multiple sets of headline/summary blocks (on page reload). FNAs are available as ROS or topic-specific flights.

Unit	Width	Height	Max Wt
Widget Sponsorship	88	31	8kb

Judget Sponsorship

“Micro-bar” ad unit affixed in prominent position on one of the most used features in our forums. Judget Sponsorships are available as ROS or topic-specific flights.

Poll Sponsorship

“Micro-bar” ad unit affixed in prominent position on one of our most popular top-level products. Poll Sponsorships are available as ROS or topic-specific flights.

Topix Geo-localized Units

Assets due 5 business days prior to launch

Unit	Map Button	Map Pin	Max Pin Count	Balloon Logo	Balloon Summary
Map Sponsorship	234x60 or 125x125 (10Kb)	30x30 (8kb)	unlimited	80x80 (10kb)	Max 2 lines with up to 20 characters/line

A map sponsorship consists of a localized, interactive map with iconic “pins” showing the locations of an advertiser’s retail outlets. Each pin pops open an information balloon containing the “balloon logo” and the “balloon summary.” The button, balloon logo and summary are hyperlinked to the advertiser’s site, current offer, or appropriate destination.

Unit	Width	Height	Additional Geo-Localized Links
Geo-localized Ad	300	250	Max 4 links with up to 40 characters/link

Rectangle (300 x 250) ad with an additional geo-locator section consisting of up to 4 text links. Each of these text links (store/outlet/branch locations with associated clickthrough link) is generated based on the user’s location and content interest.

Geo-Local Unit data requirements: Locations (Required: street address, city, state, zip, phone #, DMA. Optional: lat/long) in Excel or CSV format.

Wallpaper Specifications

Wallpaper consists of an image and a determined HEX color that are loaded as an HTML background.

- Dimensions: Max of 1600 x 1200, Min of 1600 x 800 (see illustrations for details).
- Format: JPG, PNG or GIF
- Max Weight: 80Kb
- Edges must fade to a solid color to prevent users on large monitors from seeing a hard edge.
- Wallpaper creative acts a support for the ad units in the page.
- No ad copy, or calls to action are to be included in the wallpaper. Graphics or brand logos only.

Wallpaper / IAB Ad unit Requirements

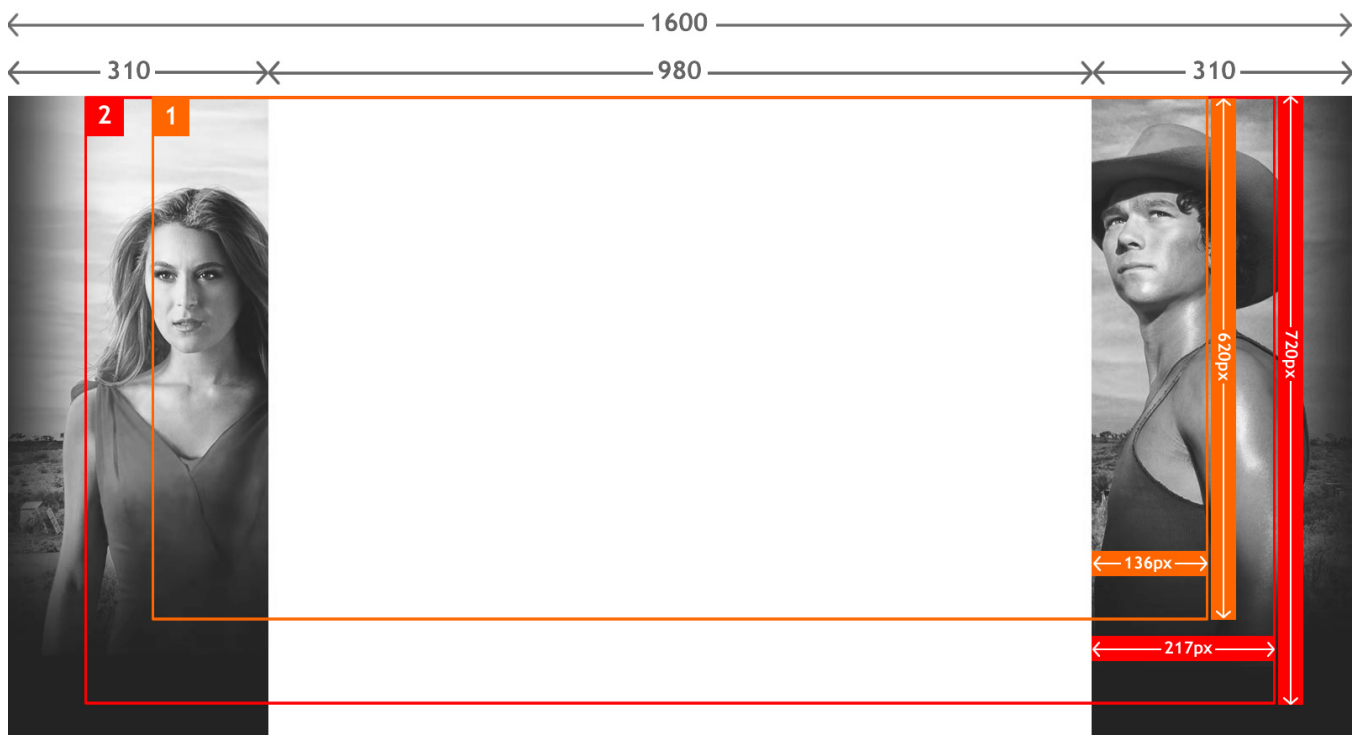
Wallpaper must be displayed in combination with one of the following options:

- Roadblock (all 3 IAB units)
- Any 2 IAB units
- One IAB unit

Wallpaper viewable areas

1 Area Viewable by users with 1280x800 screen resolution.

2 Area Viewable by users with 1440x900 screen resolution.



↑ Sides and bottom edges fade to a solid HEX color (#000000 for Black)

See next page for a Wallpaper Sample Implementation

Wallpaper Sample Implementation



topix Local News: San Jose, CA [Home](#) | [Sign Up](#) | [Sign In](#) ZIP code or keyword

1 2 3 SWINE FLU
 G-7, Mexico: Risk Groups to Get 1st Swine Flu Meds

Leaderboard 728x90 [The Top 100](#) [News](#) [Mike Arnold](#) [Acting Mayor](#) [Broken Hill](#) [Masters 9.11](#)

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Ellen DeGeneres to Join "American Idol"

Admittedly, this is certainly not an announcement we were expecting. What can you say, however? After all, Ellen DeGeneres is doing makeup commercials, as well, so why can't she be a judge on "American Idol"?

[Comment?](#)

Topic	Last Comment
Terrt Schiavo's Painful Deprivation of Food and Water Beg...	8 min
Cruz'N'Eureka	10 min
Attack on Obama riles Glenn Beck's advertisers	11 min
Christian Pro-Gay Billboards Causing Texas Sized Controversy	11 min
'Star Trek's' Chris Pine wants to join 'The A-Team' - Tel...	12 min
Jon Gosselin Speaks Out, Alleges Abuse from Kate Gosselin...	12 min
Is Glenn Beck too right wing even for Fox News?	12 min
Oprah TV Reruns Headed to Radio: Talk show to air on host...	13 min
ABC impeaches 'Commander in Chief' - Show pulled for rema...	15 min
Perry bringing 'For Colored Girls Who Have Considered Sul...	19 min

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2 hrs ago | www.eurweb.com | TheNewsMan

Oprah TV Reruns Headed to Radio: Talk show to air on host's Sirius XM channel the morning after.

"New episodes of "The Oprah Winfrey Show" will begin airing this month on her satellite radio channel the morning after its television broadcast, according to an announcement Thursday from Sirius XM Radio and Winfrey's Harpo Radio. The broadcasts will begin Sept. 14 at 7 a.m. ET, with Oprah's Season 24 Kickoff Party, a star-studded gathering on Chicago's Michigan Ave. to celebrate the launch of the new season. The Black Eyed Peas, Jennifer Hudson, Rascafl Flatts, James Taylor and magician Criss Angel performed on the show, which taped earlier this week and aired Thursday. In addition to rerunning new talk show episodes the following morning, Oprah Radio will broadcast multiple classic episodes every day from the show's extensive vault stretching back more than twenty years. The programming will focus on

2 comments

Related Topic: The Oprah Winfrey Show, Television, Black Entertainment, Oprah Winfrey, Electronics, Media, Television, Drama

Skyscraper 160x600

[view trailer here](#)

Rectangle or Large Rectangle at least 300x250

view trailer here

PG

ENTERTAINMENT VIDEO

Megan Fox walks the red carpet for new film Jennifer's Body

Megan Fox walks the red carpet for new film Jennifer's Body

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