

BANNER OPTIONS

Standard Creative Units	Max File Size	Banner Location
728x90	35K	Top
120x600	35K	Right Side
300x250	35K	Articles
130x200	35K	Left Side
125x125	35K	Left Side
Text Ad	n/a	Articles

The **EventDVLive.com** site offers a variety of banner size options, as well as rich media advertising opportunities, including sponsored video tutorials and testimonials. The site uses Google Ad Manager technology.

All banners must conform to the following specifications:

- Maximum file size is the same for static, animated, or Rich Media Creative.
- All ads are served up through Google Ad Manager.
- We accept the following creative units: GIF, GIF 89, Rich Media, HTML
- Flash: Linking URL must be embedded in the SWF file.



Measuring Your Results

Targeting

Google Ad Manager has set the industry standard for ad targeting capabilities on the internet. Google Ad Manager's targeting criteria include browser type/OS, day of week, hour of day, domain type, ISP, OSP, company, SIC code, country, state, area code, and ZIP code.

Testing

EventDVLive.com requires 2 business days for testing of rich media and 5 business days for testing of new technology banners.

Reporting

Reports detailing campaign performance are available online.

Submission Instructions

Submit banner creative to john.nuzzi@eventdv.net. Include live linking URL and ALT text. (ALT text may not exceed 25 characters including spaces.)

Creative Limits

EventDVLive.com recommends no more than 4 looping frames on animation GIFs.

Creative Modifications

When necessary, **EventDVLive.com** may make the following modifications to a creative:

- change the name of the file
- add a redirect to our servers via the click-through URL so that our ad server can count clicks (**EventDVLive FOCUS**)
- add a command to open a new browser window when user clicks
- add a 1x1 pixel to all HTML banners to allow our ad server to count impressions

Counting Impressions & Clicks

Google Ad Manager counts impressions only when a creative is viewable in a user's browser. Clicks are recorded at the moment it writes the redirect to the system. We employ aggressive spider filtering detection methods for both impressions and clicks.



Reserve your space today!

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