

CARDOMAIN TECHNICAL SPECIFICATIONS FOR ADS

Thank you for your interest in advertising with CarDomain.com.

This Technical Specifications sheet serves as a guideline for submitting ad creatives to CarDomain.com. The file size, dimensions, and animation runtimes displayed in the tables below are the maximum allowed. Rich media assets have special instructions and require a static .gif image to serve as back-up. CarDomain currently uses Atlas Solutions for ad serving.

For more information please contact advertising@cardomain.com.

Standard IAB Ad Unit	Dimensions (x x y)	File Size	Rich Media	3rd Party Rich Media	Maximum animation length	Expansion Dimensions (direction)	Details
Leaderboard Can be synchronized with an adjoining Medium Rectangle only on the Homepage and Video pages	728x90	40k	yes	yes	15 sec	728x270 (down)	<ul style="list-style-type: none"> • Animation limited to 15 sec. with no looping unless by specific user-initiated action such as a mouse click • Expanding units allowed with a visible (X CLOSE) button • Email Newsletter contains a 300x250 Medium Rectangle • Audio Stop/Mute and Start buttons are required and user-initiated by mouse click
Medium Rectangle	300x250	40k	yes	yes	15 sec	300x600 (down) 500x250 (left)	
Wide Skyscraper	160x600	40k	yes	yes	15 sec	480x600 (left)	
Full Page Interstitial	700x600	40k	yes	yes	15 sec	n/a	
Featured Partner	160x300	40k	yes	yes	15 sec	n/a	
Button	180x150	20k	no	no	n/a	n/a	
Floating Ad Unit (Eyblaster)	500x500	40k	yes	yes	15 sec	n/a	
Sponsorship Logo	88x31	20k	no	no	n/a	n/a	

*CarDomain uses Atlas Solutions for ad serving

Video	Dimensions (x x y)	File Size	Rich Media	3rd Party Rich Media	Maximum animation length	Expansion Dimensions	Details
Streaming Video Panel	300x225	40k	yes	yes	30 sec	n/a	<ul style="list-style-type: none"> • Display within IAB Ad unit • Video limited to 30 sec. with no looping unless by specific user-initiated action such as a mouse click • 40k Initial load and up to 100k streaming • Audio Stop/Mute and Start buttons are required and must be user-initiated by mouse click

Flash Instructions

- Do not hard code a URL into a Flash ad
- Use an invisible button to cover the entire click area of the ad and attach the following code into the button action:

```
on (release) {  
  getURL (clickTag, "_blank");  
}
```

- This click Tag will allow our ad servers to recognize and track traffic from user initiated clicks.
- If you have any questions concerning this please email advertising@CarDomain.com

JavaScript and HTML

- Code should conform to HTML 4.01 spec
- Only reference and manipulate HTML that was provided with the ad, e.g., don't change style of the HTML <BODY> element
- No JavaScript line comments (//); use /* */ instead
- Avoid document.write (or document.writeln)
- Minimize use of global JavaScript variables and functions; scope to custom packages instead
- No SGML comments: <!-- for example -->
- All JavaScript statements must be terminated by a semicolon (;)

Accepted Rich Media

adInterax	Flash*	CheckM8	Klipmart	DART Motif
Point Roll	Eyeblaster	Unicast	Eye Wonder	

* Rich media not listed in the accepted rich media list must be approved upon successful testing