

# ComedyCentral.com Ad Specs

## Standard Ad Specs

- 728x90 Leaderboard – 39K gif, jpg
- 120x600 Skyscraper – 39K gif, jpg
- 160x600 Wide Skyscraper – 39K gif, jpg
- 250x250 Box Unit – 39K gif, jpg
- 300x250 Rectangle – 39K gif, jpg
- 250x250 Pop-Up – 39K gif, jpg
- 400x400 Floating Ad Unit – 39K gif, jpg
- 550x440 Game Lead-In Ad – 39K gif, jpg
- 468x60 – 39K gif, jpg
- 180x150 – 39K gif, jpg
- 336x280 –Transitional

## Additional Notes for Standard Ad Units

- A linking URL must be submitted for each creative. Alternative copy (255 character limit) is optional
- All advertising is subject to ComedyCentral.com creative and standards approval
- All ads must open a new browser window when clicked
- ComedyCentral.com must approve all ads and promotional copy
- Any creative that alters the mouse pointer from its original form is not supported, even if the alteration occurs only within the ad
- Unlimited looping for all standard ad units
- Game lead-in; Max loop of 1; 7 secs: No audio, video or expandable ads

## Lead Time for Standard Ad Units

- 3 business days

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## Rich Media Ad Specs

- 728x90 Leaderboard – 39K Flash (provide a 39K backup image)
- 120x600 Skyscraper – 39K Flash (provide a 39K backup image)
- 160x600 Wide Skyscraper – 39K Flash (provide a 39K backup image)
- 250x250 Box Unit – 39K Flash (provide a 39K backup image)
- 300x250 Rectangle – 39K Flash (provide a 39K backup image)
- 250x250 Pop-Up – 39K Flash / 39K back up JPG
- 400x400 Floating Ad Unit – Initial 80k (recommended 39K), Subsequent 920K
- 550x440 Game Lead-In Ad – 100K Flash 7 / 39K for backup JPG
- 468x60 – 39K Flash / 39K JPG
- 180x150 – 39K Flash / 39K JPG
- 336x280 – 39K Flash / 39K JPG
- 125x125 – 39k Flash 7 (only)
- 336x280 – Transitional

## Additional Notes for Rich Media Ad Units

- ComedyCentral.com supports creative up to and including Flash 7
- Add an invisible button making the entire area of the banners clickable. Attach the following action to the button:

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

- This will embed the clickTag variable in the FLA file. This allows the click-through URL to be modified at any time during a campaign, as opposed to hard-coding the click command in the .swf file. Target="\_blank" is required in the "Basic actions" to make sure the click thru opens a new window.
- The implementation is different for each version of Flash, please refer to Macromedia documentation for specific instructions and syntax for using the clickTag variable and the getURL action.  
<http://www.macromedia.com/resources/richmedia/tracking/>  
[http://www.macromedia.com/resources/richmedia/tracking/adserving\\_guide/](http://www.macromedia.com/resources/richmedia/tracking/adserving_guide/)  
[http://www.macromedia.com/resources/richmedia/tracking/designers\\_guide/](http://www.macromedia.com/resources/richmedia/tracking/designers_guide/)
- Flash must have wmode=transparent
- Advertiser must provide both .swf and .jpg versions of creative
- All audio must be user-initiated (on click only).
- ComedyCentral.com will implement a plug-in sniffer script; users without the Flash plug-in will be served the advertiser provided .jpg alternate
- Maximum frame rate is 31 fps

## HTML

- The HTML for the ad should not require a space larger than the maximum allowed pixel ad size. <HTML>, <HEAD>, <BODY>, <br>, or <p>, hard breaks (carriage returns) or alignment tags should not be included. All white spaces must be eliminated
- Please remember to use a CLOSE FORM tag when using forms in .html (i.e., </form>)

## SCRIPTS

- Javascript routines must be submitted for approval.
- If submitting creative exported as Flash versions using Action Script you must submit a list of compatible plug-ins. Send your test results when submitting your creative.

## Lead Time for Standard Ad Units

- 5 business days

# ComedyCentral.com Ad Specs

## Custom Module Ad Specs

- Integrated Sponsorship – Created by Comedy Central with client sign off. Please provide logo in vector art (.eps or .ai format)
- Sponsor-tagged Flash Unit – Created by Comedy Central with client sign off. Please provide logo in vector art (.eps or .ai format)
- Sponsor-tagged Promo Tout – Created by Comedy Central with client sign off. Please provide logo in vector art (.eps or .ai format)
- 05 Co-brand Flash Billboard – Created by Comedy Central with client sign off. Please provide logo in vector art (.eps or .ai format)
- Video Pre-roll / Post-Roll – N/A Created by Comedy Central with client sign off. Please provide logo in vector art (.eps or .ai format)

## Additional Notes for Custom Modules Ad Units

- Looping N/A: Integrated sponsorship, Sponsor-tagged Flash Unit, Sponsor-tagged Promo tout
- Integrated sponsorship impressions & clicks cannot be 3<sup>rd</sup> party tracked
- Sponsor-tagged Flash Unit may be 3<sup>rd</sup> party tracked through 1x1 pixel
- Sponsor-tagged Promo Tout can be 3<sup>rd</sup> party tracked for clicks only
- Co-brand Flash Billboards in MotherLoad cannot be 3<sup>rd</sup> party tracked
- Collection Branding Logo (slat) in MotherLoad cannot be 3<sup>rd</sup> party tracked
- Looping restrictions = N/A
- Integrated site sponsorship logo may be 3rd party tracked through 1x1 pixel and click-redirect tags (to track impressions & clicks)
- Please send logo in vector art (.EPS or .AI) format
- 4 week minimum production time required for all custom units
- Looping restrictions = N/A
- Created by CC Production with Client Sign-off
- Please send logo in vector art (.EPS or .AI) format
- 4 week minimum production time required for all custom units
- Can be 3rd party tracked through 1x1 pixel
- Looping restrictions = N/A
- Home & Key Page Promo Tout 250x100 (Static JPG)
- Tout cannot be 3rd party tracked
- Created by CC Production with Client Sign-off
- **Any additional elements not addressed in this document may be addressed by your account executive**
- **Sponsor units (including video sponsor elements) and custom modules are site served and tracked**
- **Please send logo in vector art (.EPS or .AI) format**
- **Created by CC Production with Client Sign-off**

## Lead Time for Custom Modules

- 4 week minimum production time required for all custom units

# ComedyCentral.com Ad Specs

## 3<sup>RD</sup> PARTY AD SPECS

### Expandables

- 80K Initial load (recommended 39K); additional polite stream 920K (max); Total load not to exceed 1M
- Cannot hide embedded flash units or drop down menus, including nav bars, other ads. Must be user-initiated (rollover OK). Sound must be user-initiated by click. Must have clearly visible & connected "Close" or "X" button & be pre-approved by comedycentral.com. Looping not allowed

Expansion details:

- 728x90 can expand down to a maximum size of 728x400
- 160x600 can expand left to a maximum size of 400x600
- 336x280 can expand left to a maximum size of 400x280

### Floating Ads

"Initial Eye Catcher"

- File Size -- Initial 80K (recommended 39K), Subsequent 920K, Flash 7
- Floating ads cannot appear on comedycentral.com Home Page
- Ad may move around on page but should not occupy more than 400x400 pixels at any one time.
- Ads cannot hide embedded flash or drop down menus on the page, including nav bars and other ads
- Float Ads need to have the word "Ad" or "Advertisement" marked at the top
- Unit must have clearly visible close or "x" button
- :20 sec max allowable floating time. Looping not allowed
- 5 seconds of non-user initiated sound. Thereafter, sound must be user initiated with click on a clearly labeled sound on/off button
- Creative will be pre-approved by comedycentral.com before it goes live
- All ads must target a new browser window

"Leave Behind"

- Upon completion of the "initial eyecatcher" creative recommended that leavebehind resides in 120x600 dedicated ad space within the webpage

### Additional Notes for 3<sup>rd</sup> Party Served Ad Units

- All 3<sup>rd</sup> Party served ads: 80K Initial load (recommended 39K); additional polite stream 920K (max)
- The .swf needs to use the "clickTAG" expression for the URL call (see **Flash Standards**)
- **Due to a Macromedia recognized flash over flash interaction issue, Windows 2000 and NT users will not be displayed the ad. Floating ads are also not viewable on Macs**
- Ad will only be viewable on IE 5.0 or above
- Creative is subject to review and approval 8 business days prior to launch
- Comedycentral.com will exclude these pages: homepage, main gateway pages, some hub pages. Also, specific page w/flash submission forms, polls, etc.
- Only the visible elements of the ad are clickable, no transparent portions surrounding the ad
- Recommended: gray background added to always be present where the ad appears
- Close Button: (several options)
  - a.) unload the main movie from the Flash player: unloadMovie(\_root);
  - b.) have the time line go to an empty frame in the movie
  - c.) disable the main movie by making it invisible: \_root.\_visible = false;
- No window.onLoad functions
- No ads that include applets without full q/a time from MTVN
- Traffic will try to put all "polite stream" ads into the same tile category so our pages will never load a floating ad and an in page ad unit that both have polite streaming after initial load
- We can also put them on the test site to test out and send to Q/A before putting live

### Lead Time for Standard Ad Units

- 5 business days

# ComedyCentral.com Ad Specs

## Video Ad Specs

### **:15 Flash Lead-In Ad (Runs in Media Player in place of streaming video lead-in)**

- :15 seconds, 416x312, Flash 7 or below, 50K limit
- Backup JPG required
- Please send .FLA and the .SWF, along with accompanying fonts/backgrounds
- Use Macromedia "clickTag" function (see flash notes above)

## Streaming Video

- :15 or :30 seconds; nothing larger
- Preferred format is Beta SP Tape. The second choice is QuickTime uncompressed on CD  
Please have assets mailed to:  
MTV Networks  
Zoran Petrov, Online Ad Operations  
1515 Broadway, 12th Floor  
New York, NY 10036  
comedyads@mtvn.com
- Processing time is 5 business days from receipt of assets.
- FTP is available for upload of materials, upon request
  - Send creative to ftp-1.mtvi.com (contact your account rep or traffic coordinator for login)

## Accepted Formats

### Video Ads Acceptable Formats

- Three Business Days Lead Time
  - Digital Beta tape
  - Beta SP tape
- Five Business Days Lead Time
  - MiniDV / DVCAM
  - .AVI/.MOV (Digital File)
    - 416x312 QuickTime (Animation or Uncompressed Codec) or .AVI (Uncompressed)  
Resolution: 640 x 480 or 720 x 480  
Frames Per Second: 30  
Audio: 196kps, sampled at 44.1kHz or 48kHz stereo with no compression
  - MPEG-2
    - Video: 5-10Mbit  
Resolution: 720x480  
Frames Per Second: 30  
Audio: 224kbps MP2 Audio sampled at 48kHz stereo  
Supported formats: Sony: IMX 4:2:2, MXF D-10, VSR2000 HD, SeaChange, Pinnacle  
MediaStream, Omneon, Quantel Clipnet, Leitch and Grass Valley
  - Flash
    - Only accepted as a last resort. It takes more time to convert and the quality is not good
  - 3/4 Inch
  - VHS
  - Cassette

## Additional Video Notes

- Length: 30 seconds (recommended max)
- No Third Party Ads accepted for video
- Each Video Ad is accompanied by a 336x280 Ad Unit for the media player that will simultaneously serve alongside the video. Client should provide a 336x280 and linking url for all video ads on Comedy Central's Media Player. For Motherload, our broadband channel, the accompanying ad is a 180x150
- In-Stream Video can be tracked (not hosted) if the client/vendor provides a 1x1 jpg for tracking

## Lead Time for Standard Ad Units

- 10 business days

# ComedyCentral.com Ad Specs

## Additional Ad Specs

### **Email Text**

3 lines of text; 60 characters per line

Limit 180 characters (including spaces & punctuation) plus click URL

Clicks may be 3<sup>rd</sup> party tracked, not impressions

### **Nav Bar**

1 line of text; 55 characters per line

Limit 55 characters (including spaces & punctuation) plus click URL

Clicks may be 3<sup>rd</sup> party tracked

### **Stand Alone Email**

- Stand Alone HTML mailer drop date to be scheduled in advance
- The email can be HTML but no rich media. Ad units excepted: GIF / JPG
- File size limits: 75K for the body of the email, 39K for all graphical units (combined)
- Lead time: 15 business days – stand alone e-mails
- All content must be Comedy Central Approved

### **Survey Recruitment**

- ComedyCentral.com supports ad effectiveness studies
- Recruitment surveys may not be popped off Mother Load or any other ComedyCentral.com Pop- Up window. However, 3<sup>rd</sup> party tracking may be performed off video companion ads
- Recruitment may not be initiated from video ad units
- Recruitment may not be initiated from the homepage (www.ComedyCentral.com)
- ComedyCentral.com reserves the right to set recruitment business rules (e.g. frequency capping, etc)

### **Podcast**

- Franchise Packaging: **5 sec**
- Video Commercial: **15 sec (max)**
- Please refer to video specifications (see above) for submission guidelines

### **Miscellaneous**

- Photo Gallery interstitial ad is JPG only

### **Lead Time for Standard Ad Units**

- 5 business days