

**TheHorse.com Online Advertising
Specifications**



All ads must conform to the following specifications:

Website Ad Units		
Ad Unit	Ad Size (Pixels)	Max File Size
Leaderboard	728 x 90	30k
Banner	468 x 60	15k
Vertical Banner	120 x 240	25k
Square	120 x 120	15k
Medium Rectangle	300 x 250	30k
Skyscraper	120 x 600	25k
Marketplace Links	Text	Up to 40 Characters (including spaces)
Newsletter Banner Ad Units - Static Images Only		
Ad Unit	Ad Size (Pixels)	Max File Size
Medium Rectangle	300 x 250	30k
Rectangle (custom)	280 x 240	20k
Square 2	125 x 125	25k
Newsletter HTML Ad Units - Static Images Only		
300x250 or 728x90 may include image/logo		
<i>Image/Logo Size</i>	158 x 63 pixels (if we receive a logo of a different size, it will be formatted down to this pixel width & height)	
<i>Image/Logo File</i>	.GIF or .JPEG -- 72 dpi preferred	
<i>Title</i>	50 characters maximum, including spaces	
<i>Body Copy</i>	60 words – one section of the body copy (up to a five word section) can be hyperlinked.	
Additional Guidelines		
<i>Copy should be provided with text formatting applied -- bold, italics, superscript for trademark/copyright, hyperlinked copy and underlining. Font style is preset and cannot be changed.</i>		
Rich Media		
Ad Unit	Ad Size (Pixels)	Max File Size
Interstitial (full page)	800 x 600 max	100k
Expandable Leaderboard	728 x 90 closed Expands down to 728 x 210 maximum.	Initial Size - 40k / Max Size - 100K
Expandable Skyscraper	120 x 600 closed Expands left to 300 x 600 maximum.	Initial Size - 40k / Max Size - 100K
In-Banner Streaming Video		
Ad Units	728 x 90 -- 120 x 600	
Maximum File Size	500K	
Time Maximum	30 seconds	
Video Play/Page Load	1	
Looping	No	
Audio	User Initiated	
Max File Size for banner (including player buttons)	30K	
Back-up Image File Size	20K -- REQUIRED	
Initiated Streams -- Video plays on user click.		
Uninitiated Streams -- Video plays after page has loaded without initiation by user.		

File Specifications	
Standard Media:	
Accepted File Formats:	GIF - JPEG - FLASH - HTML
Resolution:	72 dpi
Animation:	Minimum 1 second delay between frames
	3 loops maximum. Up to 7 seconds per loop
Border:	1x1 pixel border
Required for Flash Media:	The standardized Adobe click-through tracking method for rich media creatives designed with Flash is required in order to track click activity on all Flash ads . Please be certain to include the necessary ActionScript code in your Flash media files.
	CLICK HERE FOR FULL INSTRUCTIONS
Rich Media: Blood-Horse Publications makes it easy to use rich media, opening up the vast array of creative possibilities on the web. Ads are accepted from third-party vendors including Doubleclick, Eyeblander, DART Motif and Pointroll. Other third-party vendors may also be accepted. Please contact your sales rep for more information.	

Submission Instructions	
Submit creative files via email to:	ads@thehorse.com
Include the following in all creative submissions:	CLIENT NAME, CAMPAIGN/AD PLACEMENT DESCRIPTION, START & END DATE, ALT TEXT and TARGET URL
Add / Replace:	Please indicate if the ad is to replace current creative or be added to the campaign rotation. If it is to be added to rotation, indicate relative weightings.

Campaign / Ad Updates Lead Time	
2 business days for implementation of new campaigns	
1 business day for creative refreshes.	
Creative refreshes may be scheduled for Saturday, Sundays & Holidays by noon the previous business day.	

Web Ad Production			
Production Fees			
Static Banner Ads		Animated Banner Ads (up to four frames)	
Creation	\$100	Creation	\$125
Edit (Image/Graphics)	\$30	Edit (Image/Graphics)	\$50
Edit (text only)	\$20	Edit (text only)	\$30
Resize	\$15	Resize	\$15
Flash Banner Ads		Rich Media/Video	
Creation	\$175	Individually Quoted	
Edit (Image/Graphics)	\$50		
Edit (text only)	\$30		
Resize	\$25		
Production Lead Times			
New creative requests –			
Static Banner Ads Only - 1 business day			
Animated or Flash Banner Ads - 3 business days			
Re-design requests - (graphics & custom graphics)			
All Banner Ads - 2 business days			
Banner Ad Edit Requests - (text & photo only)			
Requests received by 11 am will be completed by the end of that business day.			
Requests received after 11 am will be completed by noon the next business day.			

Creative Guidelines

Maximum of 5 banners or unique URL's per placement.

Within all ad formats, click-through interaction will open the destination URL in a new browser window.

Animated and flash ads are not accepted for e-Newsletters. Due to email platform limitations, **static ads only may be placed in eNewsletters.**

For all ad types and creative, only sound that is user initiated will be accepted. All creative must include a prominently visible on/off button for sound.

Creative running in ad placements adjacent to video content must be static and may only play audio or video upon user initiation.

Animation may be continuous but no strobing, flashing or shaking effects are allowed.

Within all ad formats, mouse-over interaction with an ad can only provoke ad interaction within the current open browser window and can not link a user to a new website.

Floating ads must include a prominently visible close button and may not run more than 12 seconds.

Overlay ads must include a prominently visible close button and run a maximum of 10 seconds.

Full page interstitial ads can appear for 10 seconds. Full page intromercial ads must be served with branding for the site that it is served on.

Frequency cap limitations are imposed on all ads that, without user initiation, overlay or interrupt editorial content.

All versions of creative that will be served via a third party, must be provided for testing and approval prior to appearing on a BHP website.

Creative Modifications

When necessary, Blood-Horse Publications may make the following modifications to creative:

Change the name of the file.

Add a re-direct to our servers to the click-thru URL so that our ad server can count clicks.

Add a command to open a new browser window when users click.

Add a 1x1 pixel image to all HTML banners to allow our ad server to count impressions

For additional information or assistance please contact:

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