

# ALM Digital Media

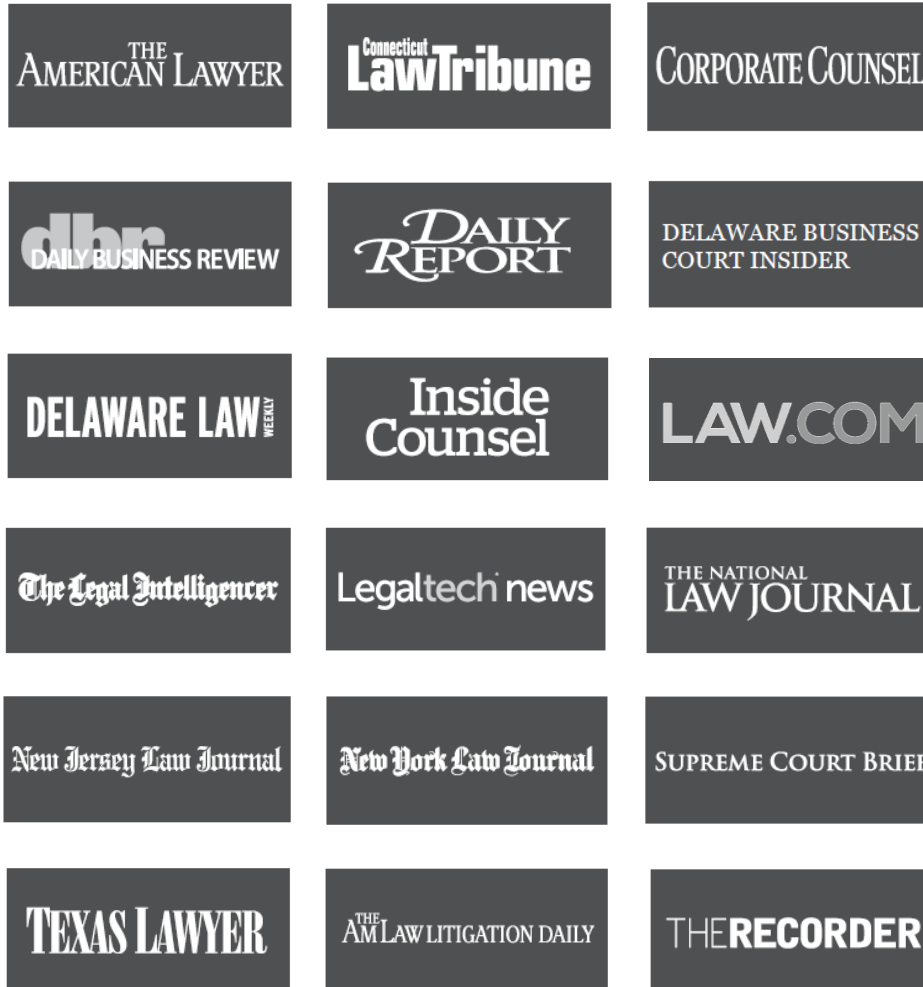
## 2018 Ad Specs

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# ALM Industries/Brands

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## Legal



## Financial Services



## Benefits



## P&C Insurance



## Real Estate



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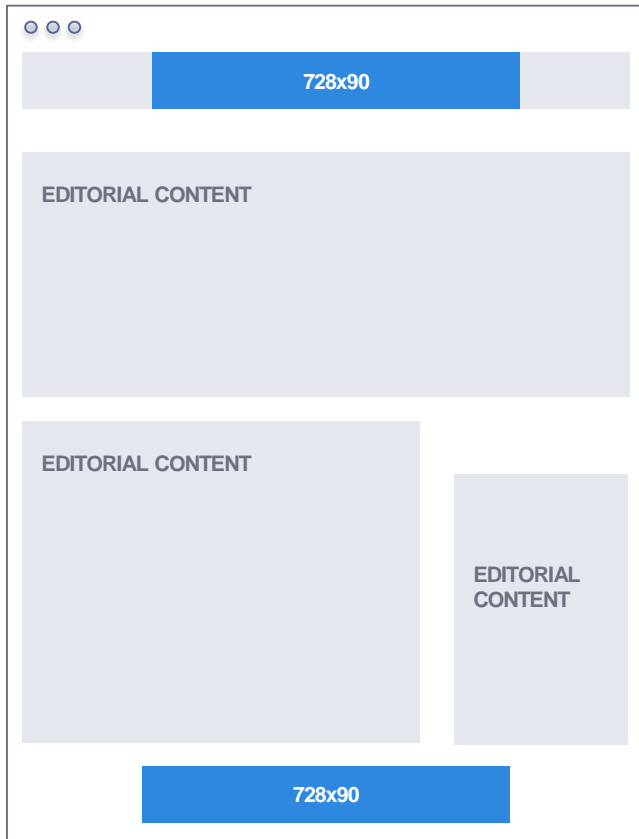
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# Leaderboard



Engage users as soon as they enter the site with this high-impact favorite. Located at the top of the website it allows for flexible designs that combine branding with multimedia content.

**Ad Size:** 728x90

**File Size:** 45K

**Animation:** :15

**Looping:** 3 loops

**Delivery Method:** GIF, JPEG, HTML5, FLASH\*, 3rd Party tag\*\*

**Rich Media Accepted:** 100K, In-banner

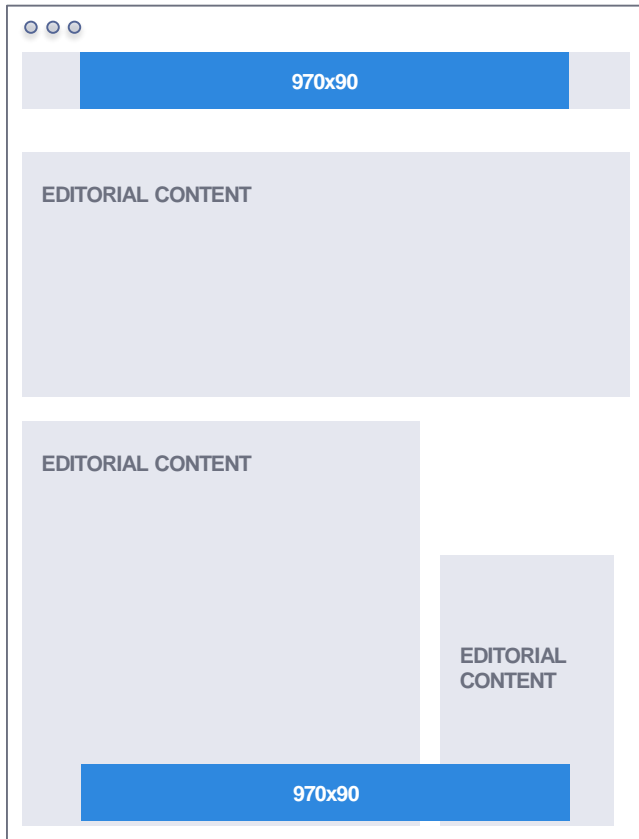
**Lead Time:** 5 business days

**3<sup>rd</sup> Party Tags:** Should include Click Macros and Cachebusters

\* Flash creatives must have the universal click tag coded. Flash specs in the next tab.

\*\* Third Party tag should include Click Macros and Cachebusters

# Super Leaderboard



As the dimensions and name suggest, the super leaderboard is an expanded version of the standard leaderboard; it's about 33% wider than the ordinary leaderboard, providing more room to create an effective call to action.

**Ad Size:** 970x90

**File Size:** 45K

**Animation:** :15

**Looping:** 3 loops

**Delivery Method:** GIF, JPEG, HTML5, FLASH\*, 3rd Party tag\*\*

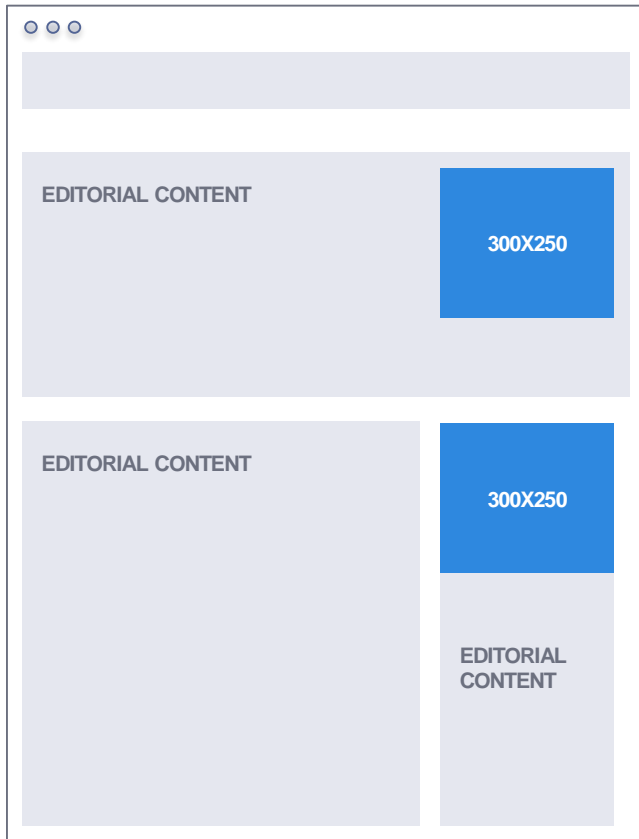
**Rich Media Accepted:** 100K, In-banner

**Lead Time:** 5 business days

**3<sup>rd</sup> Party Tags:** Should include Click Macros and Cachebusters

\* Flash creatives must have the universal click tag coded. Flash specs in the next tab. \*\* Third Party tag should include Click Macros and Cachebusters

# Medium Rectangle (Cube)



The most common and standard display ad on our websites, this unit has a flexible design that can combine branding with multimedia content.

**Ad Size:** 300x250

**File Size:** 45K

**Animation:** :15

**Looping:** 3 loops

**Delivery Method:** GIF, JPEG, HTML5, FLASH\*, 3rd Party tag\*\*

**Rich Media Accepted:** 100K, In-banner

**Lead Time:** 5 business days

**3<sup>rd</sup> Party Tags:** Should include Click Macros and Cachebusters

\* Flash creatives must have the universal click tag coded. Flash specs in the next tab.

\*\* Third Party tag should include Click Macros and Cachebusters

# Half Page



One of the fastest growing sizes by impressions this format provides a larger space for advertisers to get their message across and offers users rich and impactful engagement.

**Ad Size:** 300x600

**File Size:** 45K

**Animation:** :15

**Looping:** 3 loops

**Delivery Method:** GIF, JPEG, HTML5, FLASH\*, 3rd Party tag\*\*

**Rich Media Accepted:** 100K, In-banner

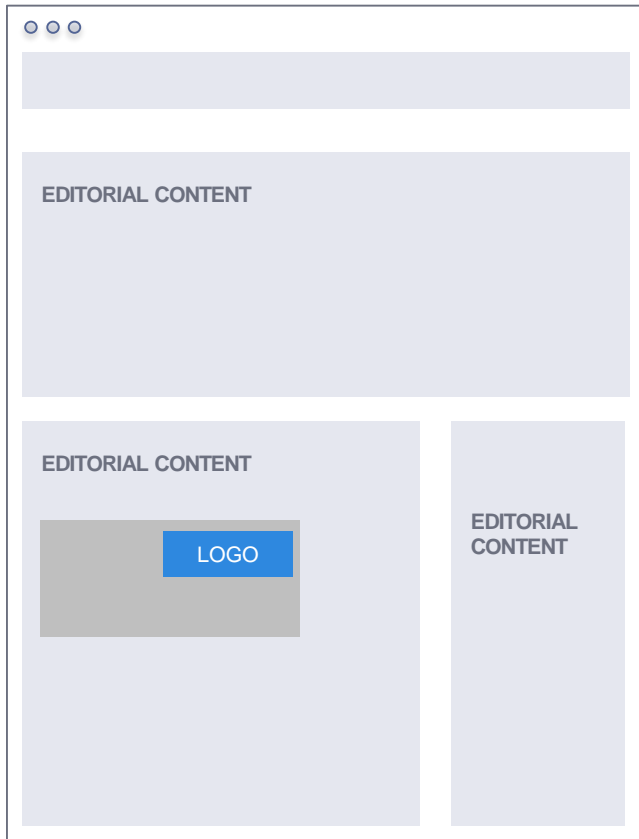
**Lead Time:** 5 business days

**3<sup>rd</sup> Party Tags:** Should include Click Macros and Cachebusters

\* Flash creatives must have the universal click tag coded. Flash specs in the next tab.

\*\* Third Party tag should include Click Macros and Cachebusters

# Logo Placement



Drive customers. Build your brand. Grow your business. Used in combination with specific web and/or newsletter branding and sponsorship packages, website logo placement delivers maximum brand recall and reinforcement.

**Ad Size:** 88x31

**File Size:** 15K

**Animation:** N/A

**Looping:** N/A

**Delivery Method:** JPEG, BMP, GIF, PNG

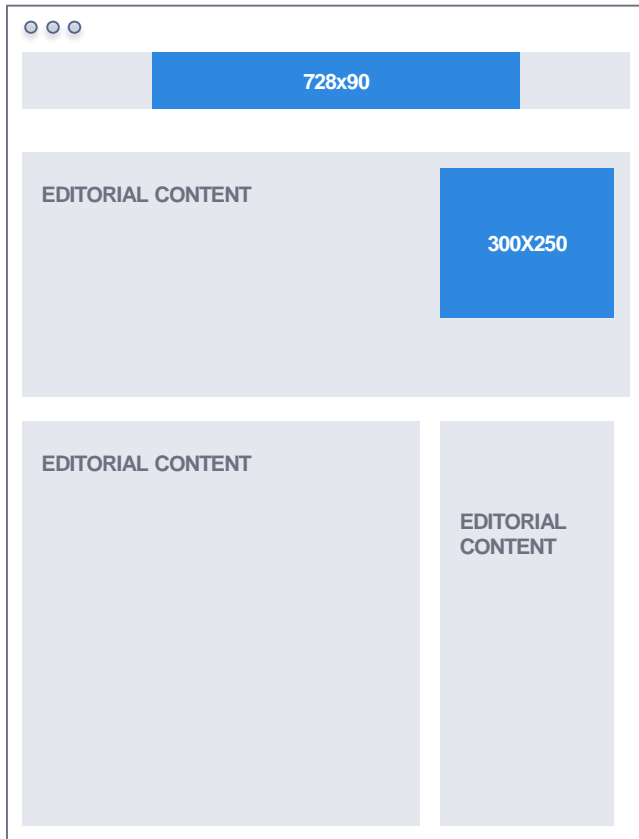
**Rich Media Accepted:** N/A

**Lead Time:** 5 business days

**3<sup>rd</sup> Party Tags:** N/A



# RSS Feed Unit



RSS takes your content and blog posts and “pushes” them to our subscribers through standard ad units – providing them with the information they need in real time. Instead of visiting the site, subscribers will automatically be fed the latest articles and news they are interested in consuming – YOUR content!

**Ad Size:** 728x90 or 300x250

**Client will need to provide:**

- Static 728x90 or 300x250 (Depending on which size is sold). Must allow for RSS Content Area
- Link to RSS/Blog Feed
- RM Developed by 3rd party

**Lead Time:** 10 business days

# Interstitial



A highly visible and effective banner that appears immediately. It is great for attracting attention and generally producing strong click through rates.

**Ad Size:** 500x300 or 640x480\*

**File Size:** 75K

**Animation:** :15

**Looping:** 3 loops

**Delivery Method:** GIF, JPEG, HTML5, Flash\*\*, 3rd Party tag\*\*\*

**Rich Media Accepted:** 100K In-banner

**Lead Time:** 5 business days

**3<sup>rd</sup> Party Tags:** Should include Click Macros and Cachebusters

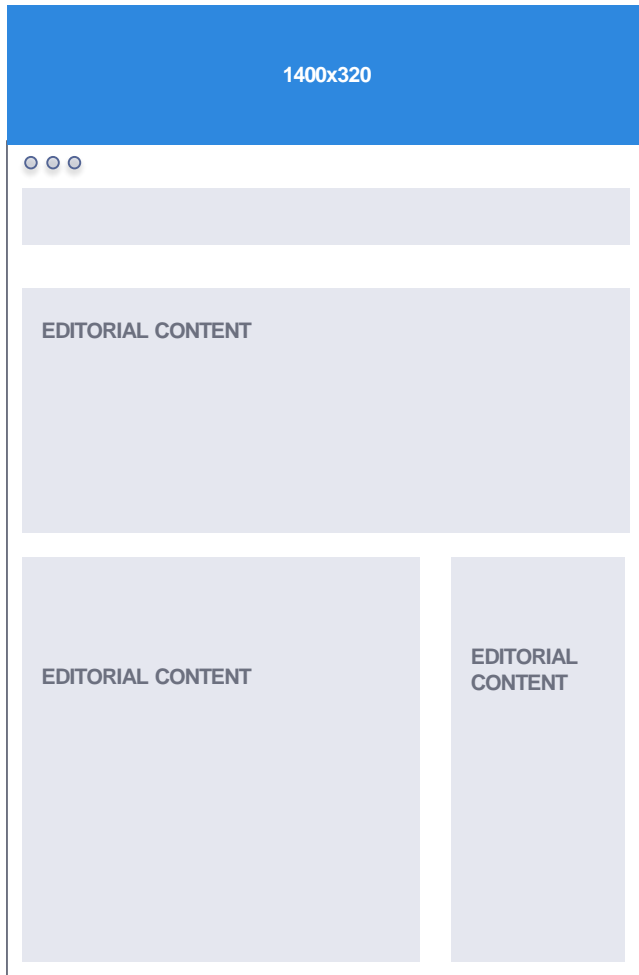
\* 500x300 ad dimensions for all legal websites and GlobeSt.com. 640x480 ad dimensions for all finance and insurance websites.

\*\* Flash creatives must have the universal click tag coded. Flash specs in the next tab.

\*\*\* Third Party tag should include Click Macros and Cachebusters

# SuperHero

2018 AD SPECS



Our NEW extra large format ad (with premium positioning) offers heightened brand presence and unparalleled visibility!

**Ad Size:** 1400x320

**File Size:** 100K

**Animation:** :15

**Looping:** 3 loops

**Delivery Method:** GIF, JPEG, HTML5, Flash\*, 3rd Party tag\*\*

**Rich Media Accepted:** 100K In-banner

**Lead Time:** 5 business days

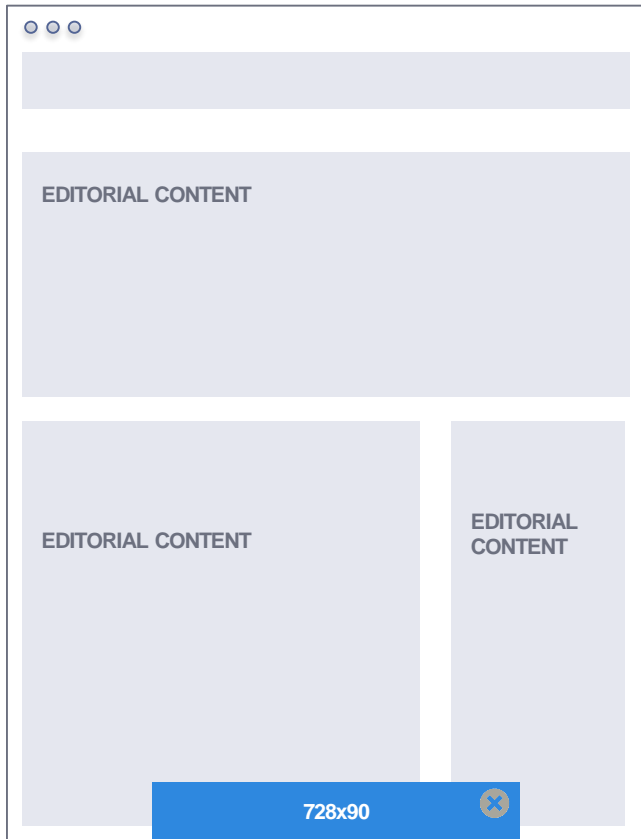
**3<sup>rd</sup> Party Tags:** Should include Click Macros and Cachebusters

\* Flash Creatives must have the universal click tag coded. Flash specs in the next tab.

\*\* Third Party tag should include Click Macros and Cachebusters

# Floating Footer

2018 AD SPECS



Our new Footer unit remains anchored to the bottom of the user's screen, ensuring a consistent, yet unobtrusive presence for your brand. 100% viewability! *(Available for desktop and mobile)*

**Ad Size:** 728x90

**File Size:** 45K

**Animation:** :15

**Looping:** 3 loops

**Delivery Method:** GIF, JPEG, HTML5, Flash\*, 3rd Party tag\*\*

**Rich Media Accepted:** 100K In-banner

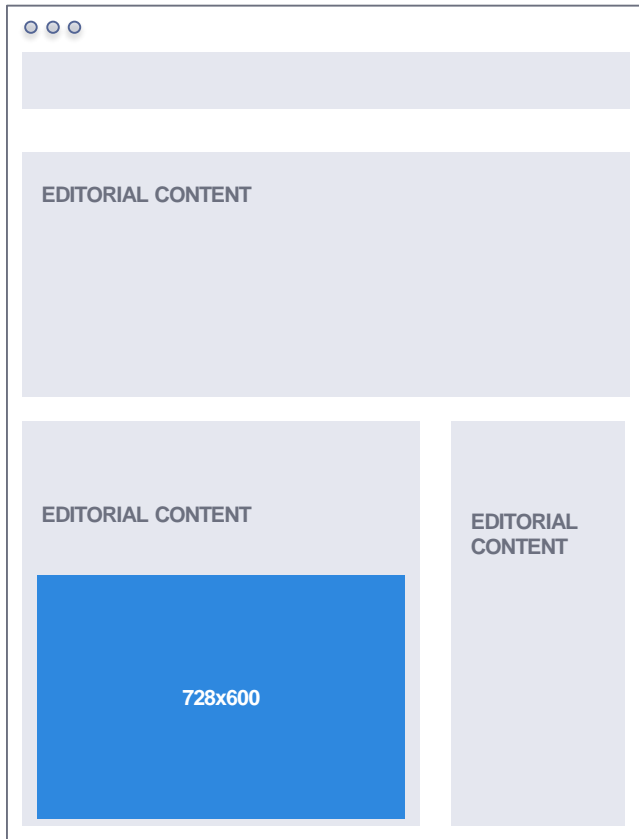
**Lead Time:** 5 business days

**3<sup>rd</sup> Party Tags:** Should include Click Macros and Cachebusters

\* Flash creatives must have the universal click tag coded. Flash specs in the next tab.

\*\* Third Party tag should include Click Macros and Cachebusters

# Scroll Unit



This large-format ad reveals your message in-stream. Available as scrolling or static implementation. *(Available for desktop and mobile)*

**Ad Size:** 728x600\*

**File Size:** 100K

**Animation:** N/A

**Looping:** N/A

**Delivery Method:** JPEG, BMP, GIF, PNG

**Rich Media Accepted:** N/A

**Lead Time:** 5 business days

**3<sup>rd</sup> Party Tags:** N/A

\* 2 Files are needed: 728x600 with the transparent background (PNG is most compatible file type) – contains the advertiser message (Foreground image) 728x1380 with the viewable area of 728x600 (Background image)

# Expandable Leaderboard (Push down)



Provides a user-initiated panel to extend the ad beyond standard unit ad dimensions. The expanded panel allows extra space for users to interact with the partner's message without leaving the page.

**Ad Size:** 728x90 (closed); 728x180\* (open)

**File Size:** 45K

**Animation:** :15 Auto-close only

**Looping:** 3 loops

**Delivery Method:** GIF, JPEG, HTML5, FLASH\*\*

**Rich Media Accepted:** 100K, In-banner

**Lead Time:** 5 business days

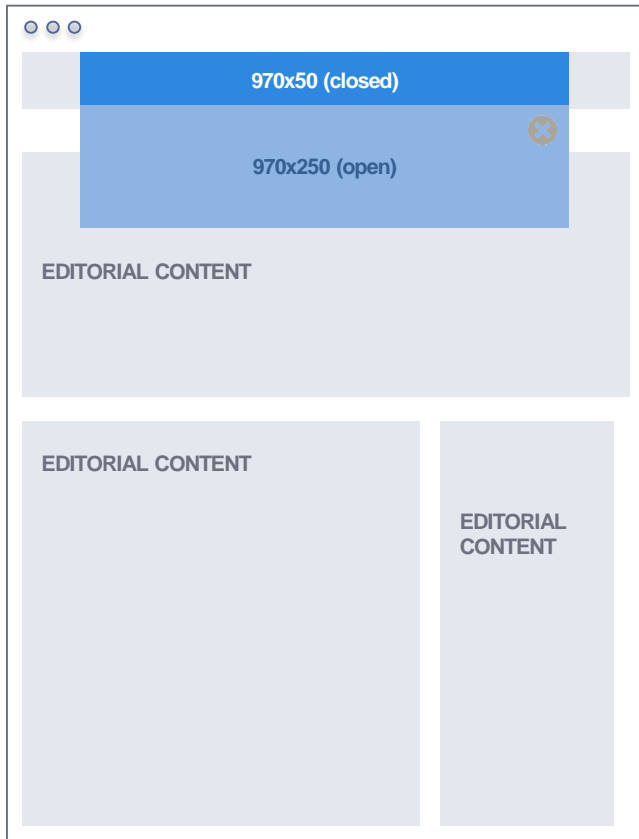
**3<sup>rd</sup> Party Tags:** N/A

\* The expanded version of the ad unit must include a close button.

\*\* Flash creatives must have the universal click tag coded. Flash specs in the next tab.

# Expandable Super Leaderboard (Billboard)

2018 AD SPECS



Also known as a “Billboard”, the Expandable Super Leaderboard’s brand-centric format performs well when placed in a premium position on the page, (e.g., above the main content of the page.) Non-traditional size allows advertisers to fit additional messaging into their ad unit.

**Ad Size:** 970x50 (closed); 970x250\* (open)

**File Size:** 100K

**Animation:** N/A

**Looping:** 3 loops

**Delivery Method:** GIF, JPEG, HTML5,

**Rich Media Accepted:** 100K, In-banner

**Lead Time:** 5 business days

**3<sup>rd</sup> Party Tags:** N/A

\* The expanded version of the ad unit must include a close button

# Expandable Rectangle (Cube) (Push-down unit)

2018 AD SPECS



The nature and expanded dimensions of this unit allow advertisers ample visibility in innovative manners that will leave deep imprints on viewers' minds.

**Ad Size:** 300x250 (closed); 600x250\* (open)

**File Size:** 45K

**Animation:** :15 Auto-close only

**Looping:** 3 loops

**Delivery Method:** GIF, JPEG, HTML5, FLASH\*\*

**Rich Media Accepted:** 100K, In-banner

**Lead Time:** 5 business days

**3<sup>rd</sup> Party Tags:** N/A

\* The expanded version of the ad unit must include a close button.

\*\* Flash creatives must have the universal click tag coded. Flash specs in the next tab.



# SMART Nano

2018 AD SPECS



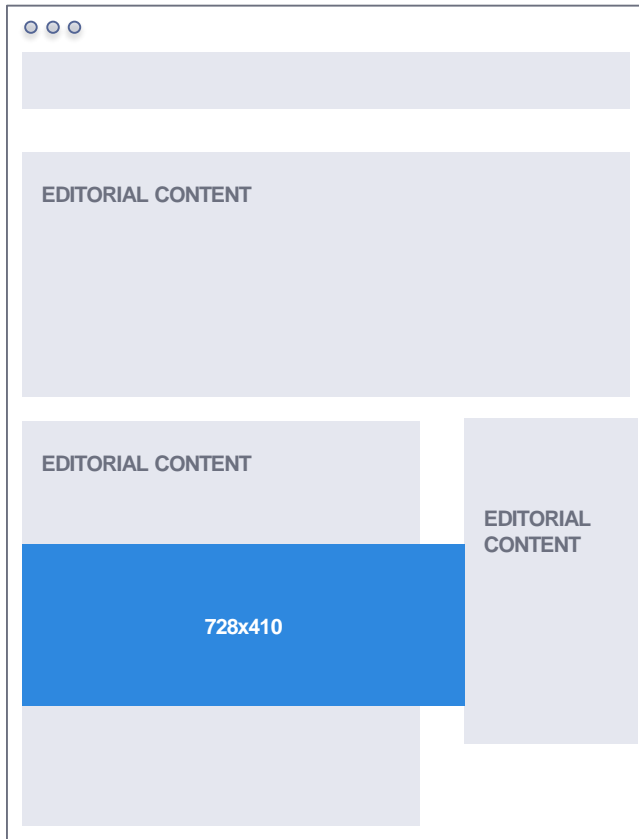
A content-rich unit that takes the place of the top Medium Rectangle on targeted pages. Can feature up to 4 multiple tabs to promote multi-media content – PDFs, videos, social streams, etc.

**Ad Size:** 300x600

**Client will need to provide:**

- Logo - 88x31 (jpg)
- Style guide/brand guidelines documentation
- 300x250 ad creative or copy and images for assembly of customized message
- Labels for tabs (brief) – up to 4 (Can be based on topic, type of asset, etc.)
- Content for 4 tabs - organized according to tab label:
  - Up to 4 assets or links per tab (2 if using large thumbnails)
  - Accepted formats include: Whitepapers or other PDF-style content (fact sheets, research briefs, etc.), Videos, Podcasts, Social media links, Links
  - Title and brief description (max 12 words) of asset
- All asset downloads/views will be hosted by ALM
- RM Developed by 3rd party

**Lead Time:** 10 business days



Expanded video capacity within these interactive ad units! Insert your video content directly in-stream or showcase multiple content units in a dynamic, interactive content hub.

**Video Unit Dimensions:** 728x410. Allowed all aspect ratios as per YouTube Specs

**Client will need to provide:**

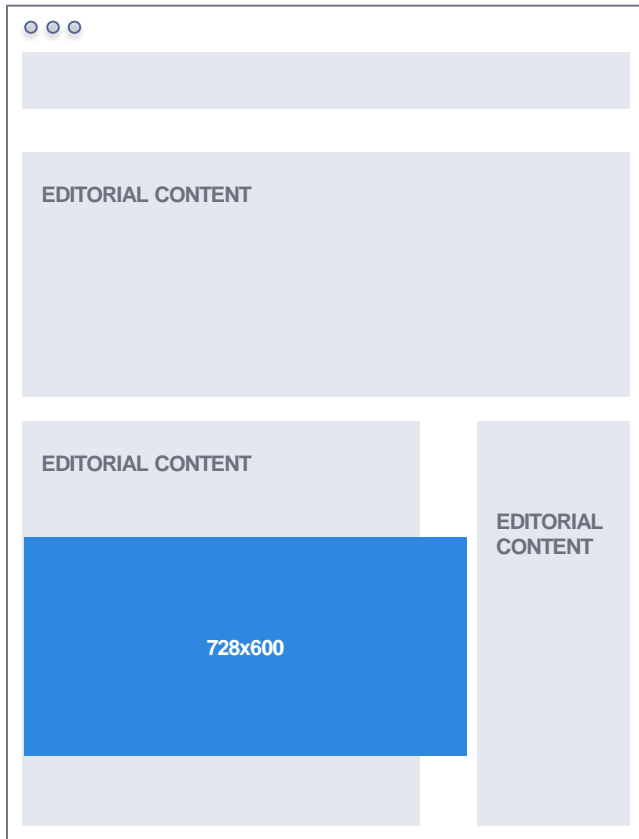
- YouTube video. Public. Max runtime as per YouTube specs (currently 15 minutes).
- Logo dimensions 200x60 or 75x75 (transparent background.)
- 3rd Party Tags: 1x1 3rd party trackers

**Metrics:** Impressions, Clicks/CTR, Video plays

**Lead Time:** 10 business days

Recommended Video Delivery Type is YouTube. If this is not possible: There is possibility to upload videos directly to the ad units but: - Videos hosted in Adventive add additional CPM costs. - On top of additional CPM cost, if videos are over 1 MB (after encoding) there is uplift charge for every 1MB over the base 1MB video file size (after encoding). Please note that we cannot know encoded file size of the video based on the original file size. This info is available after uploading video to the ad unit and after encoding process has been completed.

# Scroll with Video



Expanded video capacity within these interactive ad units! Insert your video content directly in-stream or showcase multiple content units in a dynamic, interactive content hub.

**Video Unit Dimensions:** 728x600 for viewable portion; overall canvas 728x1380. Video portion dimensions 370x210

**Client will need to provide:**

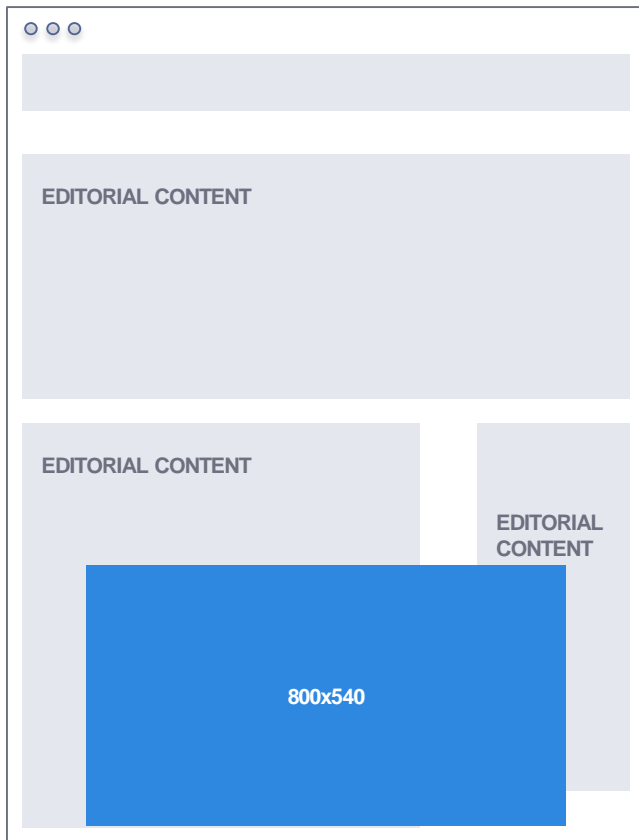
- **For the video:** YouTube video. Public. Max runtime as per YouTube specs (currently 15 minutes).
- **For the background:** JPG or PNG Image, 728px by 1380px. The messaging of your ad must be placed within the 728px by 600px region in the center of the component. This will ensure that the ad displays properly on tablets and that the scroll reveal effect functions correctly in desktop browsers.
- **3rd Party Tags:** 1x1 3rd party trackers

**Metrics:** Impressions, Clicks/CTR, Video plays

**Lead Time:** 10 business days

Recommended Video Delivery Type is YouTube. If this is not possible: There is possibility to upload videos directly to the ad units but: - Videos hosted in Adventive add additional CPM costs. - On top additional CPM cost, if videos are over 1 MB (after encoding) there is uplift charge for every 1MB over the base 1MB video file size (after encoding). Please note that we cannot know encoded file size of the video based on the original file size. This info is available after uploading video to the ad unit and after encoding process has been completed.

# Carousel (Lightbox)



Expanded video capacity within these interactive ad units! Able to launch from any other ad unit, including 300x600. Hosts 4 videos or other content.

**Unit Dimensions:** 800x540 dimension of the lightbox when open

**Client will need to provide:**

**Deliverable Types:** Video, GIF, Twitter Feed

**Video:** YouTube video. Public. Max runtime as per YouTube specs (currently 15 minutes).

**GIF:** 3 Loops, :30 max, 100K Max File Weight

**Twitter:** One account. Timeline preview of the last seven tweets.

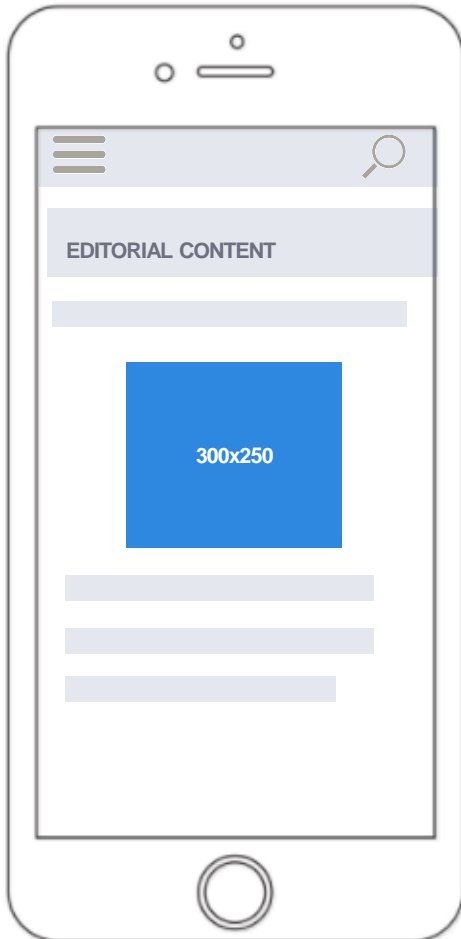
**3rd Party Tags:** 1x1 3rd party trackers

**Metrics:** Impressions, Clicks/CTR, Video plays.

**Lead Time:** 10 business days

Recommended Video Delivery Type is YouTube. If this is not possible: There is possibility to upload videos directly to the ad units but: - Videos hosted in Adventive add additional CPM costs. - On top additional CPM cost, if videos are over 1 MB (after encoding) there is uplift charge for every 1MB over the base 1MB video file size (after encoding). Please note that we cannot know encoded file size of the video based on the original file size. This info is available after uploading video to the ad unit and after encoding process has been completed.

# Mobile Rectangle (phone)



A standard banner ad that can be either static or animated and placed within specified ad content area around live mobile content.

**Ad Size:** 300x250

**File Size:** 45K

**Animation:** :15

**Looping:** 3 loops

**Delivery Method:** GIF, JPEG, FLASH\*,  
3rd Party tag\*\*

**Rich Media Accepted:** 100K, In-banner

**Lead Time:** 5 business days

**3<sup>rd</sup> Party Tags:** Should include Click  
Macros and Cachebusters

\* Flash creatives must have the universal click tag coded. Flash specs in the next tab.

\*\* Third Party tag should include Click Macros and Cachebusters

# Mobile Adhesion

2018 AD SPECS



Our new mobile adhesion unit remains anchored to the bottom of the user's screen, ensuring a consistent, yet unobtrusive presence for your brand. 100% viewability! *(available for desktop and mobile)*

**Ad Size:** 320x50

**File Size:** 45K

**Animation:** :15

**Looping:** 3 loops

**Delivery Method:** GIF, JPEG, FLASH\*, 3rd Party tag\*\*

**Rich Media Accepted:** 100K, In-banner

**Lead Time:** 5 business days

**3<sup>rd</sup> Party Tags:** Should include Click Macros and Cachebusters

\* Flash creatives must have the universal click tag coded. Flash specs in the next tab.

\*\* Third Party tag Should include Click Macros and Cachebusters

# Newsletter Sponsorship\*

2018 AD SPECS



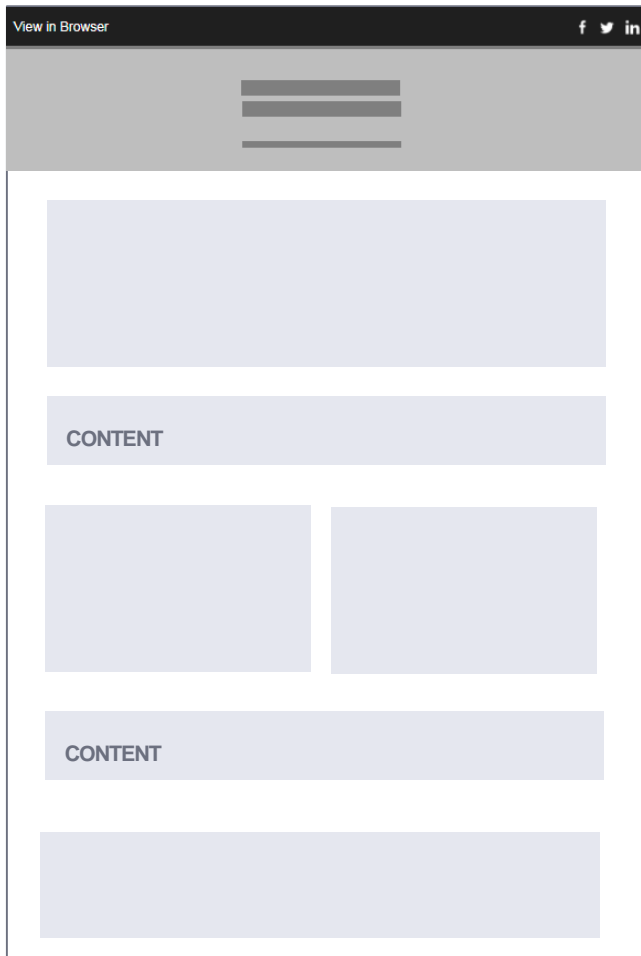
Build engagement. Drive traffic. Push content. Our new newsletter sponsorships offer increased value and brand exposure for our advertisers. Plus, our new templates result in enhanced readability, faster loads and optimization for all platforms.

## Newsletter Components include:

- **“Sponsored By” logo** in Marquee at top of newsletter. 100x35, 15k max file size. Static JPG, BMP, GIF, PNG files only. No rich media.
- **Med Rec banner ads:** 300x250, 45k max file size. Static and animated JPG, BMP, GIF, PNG files accepted. No rich media.
- **“About Us” unit:**
  - **Headline** – 30 characters
  - **Body** – 400 characters
  - **Logo** – 75x75
- **Lead time:** 5 business days

*\* Newsletter sponsorships vary by brand, ranging from exclusive to 1/3 share of voice (SOV) programs. Contact your sales representative for brand-specific details.*

# Co-Branded Emails



Co-branded emails build trust and credibility for your brand. Reach thousands of active, relevant professionals and sales prospects with this great addition to any integrated media campaign.

**Ad Size:** 600 px wide (max)

**File Size:** 45K

**Animation:** N/A

**Looping:** N/A

**Delivery Type:** HTML File

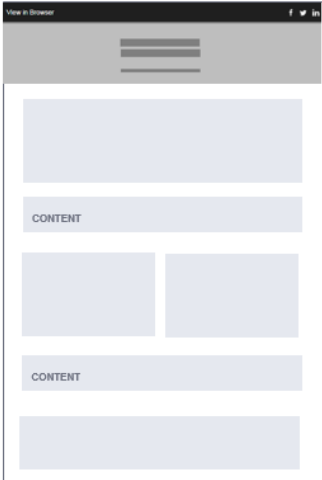
**Rich Media Accepted:** No rich media accepted

**Lead Time:** 10 business days

**3<sup>rd</sup> Party Tags:** Append all the correct links and tracking codes within the HTML file. ALM's email deployment software creates its own tracking code. We will not be responsible for placement of additional personal tracking.

**Other Requirements:** See following page





Samples are available upon request

Please note: Only HTML files are accepted (no other formats including MS Word, Javascript or PDF). Please ensure all requirements for Co-branded emails are met.

1. **HTML with inline styling or limited CSS.** Style sheets can be used if contained within the header of the HTML, but cannot reference outside style sheets.
  - a. All images included within the file must be hosted by the client and point to a universal URL.
  - b. To compensate for email clients blocking images on preview, we recommend not including large images at the top of the emails. If possible, please use text or tables, along with small images to build the header.
  - c. Clear and conspicuous indication that the email is an advertisement.
  - d. Full physical address of the advertiser including street, city, state, and zip code.
  - e. The following language allowing users to opt-out from all future emails from the advertiser: "If you no longer wish to receive promotional emails from [DIVISION OR COMPANY NAME] please click here [OPERATIONAL OPT-OUT LINK] or send an email to [EMAIL ADDRESS] with "opt-out" in the subject line." *Note: Operational Opt-Out Link must be something that can work outside of your own email deployment system and not be dependent on dynamically pulling in an email address as that will not work within our system.*
2. **Subject Line**
3. **Test List:** Who should receive a test of the email? Provide email addresses. Live samples available upon request.
4. **Seed List:** Who should receive a copy of the email when it actually deploys? Provide email addresses.
5. (OPTIONAL) **Suppression List** of opt-outs must be sent with creative, and should be no more than 10 days old as per CAN-SPAM laws.

# Flash – Prepare Swf Source

The first necessary requirement for modifying a flash ad is that the underlying source file, the Swf file which is a compiled file from an original Flash authored file, must be prepared to receive click-through parameters.

Actionscript changes will need to be made by the flash developer who authored the original creative source. The following instructions are simple steps for Flash version 6 & 7 that the developer will understand how to implement. Specific instructions for Flash version 8 will be coming soon in a future update.

## Flash MX / Version 6

1. A clickable flash object such as a button or hitarea in the flash movie clip will require some actionscript attached to it.
2. Associate the on(release) event with that object.
3. The object will now listen for that particular event. When the event occurs it will trigger actionscript instructions.
4. Place the 'getURL(clickTAG);' actionscript as the instructions. The flash ad code generated will be programmed to pass in the 'clickTAG' as a parameter to that flash ad upon which clicking on the ad will direct the user to the click through URL value found in the clickTAG.
5. Make sure to check off the "Expression" checkbox for the URL field that is the variable for the getURL actionscript function.

## Version 7 / Version 8 / Version 9 (The latest flash player will understand previous flash version actionscript.)

1. Instructions for Version 7/ Version 8/ Version 9 are nearly identical to the Version 6 instructions. The next few items detail the subtle differences.
2. Instead of the 'getURL(clickTAG);' as the actionscript, for Version 7/Version 8/Version 9 it will be generally 'getURL(clickTAG,"\_blank");'

### Button Code:

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

### Movie Clip Code

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

3. The extra parameter for the getURL function determines the target window for the redirected content. "\_blank" will generate a new browser window.

\*\*\*\*\*In reference to Flash 9 AS3, We prefer that you use ActionScript 2 at the moment as ActionScript 3 tends to provoke pop-up blockers in Internet Explorer and Firefox. The problem arises because the only command allowed by the pop-up blockers is 'onRelease'. Unfortunately, this command has been removed in ActionScript 3.\*\*\*\*\*

# For More Information, Contact:

2018 AD SPECS

Client Service Manager	Email	Phone	Brands
<b>Mirna Comic</b>	mcomic@alm.com	212-457-7728	• Legal Brands: Eastern Region
<b>Wan Ci Lei</b>	wlei@alm.com	212-457-9415	• Legal Brands: Western Region
<b>Lauren Taylor</b>	ltaylor@alm.com	212-457-9470	• Legal Brands: Inside Sales and Legal Events
<b>Kelsey Costello</b>	kcostello@alm.com	212-457-9514	• Legal Brands: Thomson Reuters, LexisNexis
<b>Madina Wilson</b>	mwilson@alm.com	212-457-7793	• Legal Brands: International Accounts • GlobeSt.com
<b>Lorrie Allen</b>	lallen@alm.com	859-692-2216	• Property & Casualty • Treasury & Risk
<b>Debbie Maggard</b>	dmaggard@alm.com	859-692-2197	• ThinkAdvisor • ThinkAdvisor Life/Heath
<b>Brenda Krosnes</b>	bkrosnes@alm.com	859-692-2102	• Credit Union Times • BenefitsPRO

CONTACT US

## Additional Support:

alm-cm@yourbow.com or adoperations@alm.com