

Creative Specifications - Ad Specs

Please use the following creative specifications when designing online ads for NASDAQ.com.

Text Ad

- Headline (17 characters including spaces)
- 4 text lines (17 characters per line including spaces)
- Show URL
- One linking URL.

Rectangle/Box/LREC/REC/MPU

- Ad Dimensions: 300x250 or 336x280
- Max file size: 25k
- Animation: 3 loops max, animation must stop after 30 seconds
- Preferred format: Internal DART redirect.
- Flash: This unit accepts flash. Please see the [specifications](#) below.
- Expandable Creative: Must be specified in the IO, but this unit can be expandable. Please see [specifications](#) below.
- Video: Must be specified in the IO, but this unit can be video. Please see [specifications](#) below.
- Third party ad servers: Yes, we accept third party ad servers.
- Other technologies: On a case by case basis. Subject to site testing and approval. Additional fees apply. Must be specified IO.

Leaderboard

- Ad Dimensions: 728x90
- Max file size: 18k
- Animation: 3 loops max, animation must stop after 30 seconds
- Preferred format: Internal DART redirect.
- Flash: This unit accepts flash. Please see the [specifications](#) below.
- Expandable Creative: Must be specified in the IO, but this unit can be expandable. Please see [specifications](#) below.
- Video/Other technologies: On a case by case basis. Subject to site testing and approval. Additional fees apply. Must be specified IO.

Skyscraper

- Ad Dimensions: 120x600
- Max file size: 18k
- Animation: 3 loops max, animation must stop after 30 seconds
- Preferred format: Internal DART redirect.
- Flash: This unit accepts flash. Please see the [specifications](#) below.
- Expandable Creative: Must be specified in the IO, but this unit can be expandable. Please see [specifications](#) below.
- Third party ad servers: Yes, we accept third party ad servers.
- Video/Other technologies: On a case by case basis. Subject to site testing and approval. Additional fees apply. Must be specified IO.

Wide Sky

- Ad Dimensions: 160x600
- Max file size: 18k
- Animation: 3 loops max, animation must stop after 30 seconds
- Preferred format: Internal DART redirect.
- Flash: This unit accepts flash. Please see the [specifications](#) below.
- Expandable Creative: Must be specified in the IO, but this unit can be expandable. Please see [specifications](#) below.
- Third party ad servers: Yes, we accept third party ad servers.
- Video/Other technologies: On a case by case basis. Subject to site testing and approval. Additional fees apply. Must be specified IO.

Button

- Ad Dimensions: 120x60
- Max file size: 4k
- Preferred format: Internal DART redirect.
- Animation/Flash/Video/Expandable/Out of Box: No.
- Third party ad servers: Yes, we accept third party ad servers.

Badge

- Ad Dimensions: 88x31
- Max file size: 4k
- Preferred format: Internal DART redirect.
- Animation/Flash/Video/Expandable/Out of Box: No.
- Third party ad servers: Yes, we accept third party ad servers.

Half Page Ad

- Ad Dimensions: 300x600
- Max file size: 30k
- Animation: 3 loops max, animation must stop after 30 seconds.
- Preferred format: Internal DART redirect
- Flash: This unit accepts flash. Please see the [specifications](#) below.
- Expandable Creative: This unit is not expandable.
- Third party ad servers: Yes, we accept third party ad servers.
- Video/Other technologies: On a case by case basis. Subject to site testing and approval. Additional fees apply. Must be specified IO.

Pop Under

- Ad Dimensions: 720x300
- Max file size: 30k
- Animation: Unlimited
- Flash is okay. Please see specifications below.
- Third party ad servers: Yes, we accept third party ad servers.
- Video/Expandable/Other technologies: On a case by case basis. Must be specified IO. Advertiser pays any additional ad serving costs

Flash Creative

- Please supply the following when sending Flash creative:
- .swf - the compressed version of the .fla file must be published for Flash pulg-in 7 or lower.
- .gif - the fallback GIF image
- URL - the linking URL for the ad
- Animation must stop after 30 seconds
- All locally served Flash ads need to have a clickTag encoded rather than a hard coded click-thru command, the following code needs to be manually added to the .swf file before the Ad is sent to NASDAQ:

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

Expandable Creative

- 160x600 - Maximum Dimensions 240x600 Expands left
- 336x280 - Maximum Dimensions 504x280 Expands left
- 728x90 - Maximum Dimensions 728x270 Expands down
- File size and animation requirements are same as standard ads.
- Must be user-initiated for expansion and sound.
- Must have a close button and automatically close when rolled off.
- If roll-over initiated, there must be a 1-second delay on expansion.
- Advertiser pays additional serving costs

Video

- Must be specified in IO.
- Must load with sound off
- Sound must be click activated, not rollover activated
- Max run time 30 seconds,
- Stop icon must be visible.
- Advertiser pays any additional serving costs.
- Polite download: Preload < 15k. Rest of file (100k max) must stream after the rest of the page finishes loading.