

media kit 2009:  
web advertising standards



(southeast education network)

# editorial profile:



## **Our Goal: to reinvigorate the spirit of American education**

The Southeast Education Network, through SEEN Magazine and [www.seenmagazine.us](http://www.seenmagazine.us), presents resources, ideas and techniques to help educators become more effective while growing personally and professionally.

The Southeast Education Network is the only organization that addresses the unique needs of educators who live and work in the southeastern United States. Our editorial coverage addresses issues in a variety of important areas:

- classroom management
- technology
- curriculum standards and review
- 21st Century Learning
- school safety and security
- character education
- post graduate degree programs
- continuing education
- best teaching practices
- professional development
- teaching tips and techniques
- products for the classroom
- educational travel
- personal and professional services for educators
- and much more

# editorial calendar



## **2009/2010 editorial calendar**

### 11.3 November 2009

Special Focus: Learning in the 21st Century

Also:

Our best virtual education programs

The world of classroom management

Choosing curricula

Classroom furniture and design

Retirement Options

Annual Education Conference Planner

### 12.1 March 2010

Special Focus: Education in the global economy

Also:

Learning History – The best destinations to learn history

Career and Technical Education

The changing face of physical education

Professional development

Pupil transportation guide

Faith-based education

### 12.2 August 2010

Special Focus: Tribute to Teachers

Also:

The South's best undergraduate programs

Services for teachers

Classroom Buyer's Guide

Building the perfect school campus

Technology and curriculum

Teaching special learners

# Web Advertising Standards



Banner Description	Banner Size (width x height)	UAP Compliant*	Max Size	Animation	Expandable	Rich-Media Accepted	Rich-Media Max Size
Leaderboard	728x90	Yes	40K	:15 sec	No	Yes	60K
Square Button	125x125		40K	:15 sec	No		
Small Rectangle	180x150	Yes	40K	:15 sec	No	Yes	50K
Wide Skyscraper	160x600	Yes	40K	:15 sec	No	Yes	50K
Medium Rectangle	300x250	Yes	40K	:15 sec	No	Yes	50K

NOTE 1: Allowed file types are GIF, JPG, PNG, SWF.

## Rich Media Creative Guidelines

With the advent of new and improved advertising technologies, rich media has developed into a popular format for reaching and engaging consumers because the technologies allow the consumer to interact with the creative asset. Rich Media is defined as advertisements with which users can interact (as opposed to solely animation and excluding click-through functionality) in a web page format. These advertisements can be used either singularly or in combination with various technologies, including but not limited to sound, video, or Flash, and with programming languages such as Java, Javascript, and DHTML.

## Rich Media Guidelines

Max Initial Load File Size: see chart above.  
 Add'l File Weight (Polite Download): 1.2MB  
 Audio Initiation: User Initiated (on click)  
 Maximum Animation Length: 15 secs maximum  
 Controls: "Close X", Play, Pause, Rewind, Volume

## Flash Specifics:

Frame Rate: 18fps  
 Back up image required: GIF or JPG (20K max file size)  
 Link Tracking: Must include link with appropriate tracking information

## Rich Media CPU Usage Considerations

In contrast to file size, the complexity of drawings, gradients, slow moving animations and detailed moving elements can affect the number of calculations the CPU must make for each frame.

## High CPU Usage Factors which must be avoided:

- Frame Rate is over 18 frames per second (reducing the number to 18 does not degrade visual performance).
- Multiple animated sequences across many layers animating at the same time.
- Animated sequences set to be translucent and animating on top of an imported graphic (ex: jpeg, png, etc.).
- Action Script-generated events set to randomly generate (ex: fog and rain).
- Imported graphics scaled up over a long period of time.

\* The Interactive Advertising Bureau (IAB) (<http://www.iab.net>)

Starting in August 2002, the IAB Ad Sizes Task Force began a process to reduce the number of ad sizes for the purposes of reducing the costs and inefficiencies associated with the planning, buying and creating online media. The result was the Universal Ad Package, a set of four ad sizes that all compliant member publishers have agreed to support.

Publishers who are UAP compliant provide advertisers a set of 4 ad units (728x90, 300x250, 160x600 and 180x150) that enable advertisers the ability to reach the majority of that publisher's audience – using, collectively, these units.