**Crain’s Detroit Business**

*FAQs and best practices -- Digital*

**Rich Media-additional $5/M for CPM buys or 5% of a flat rate**

* There are many different kinds. If someone asks if they could serve rich media, we should pre-approve the creative first, to make sure it is something acceptable to our site. Generally they are acceptable, but must adhere to these guidelines. For the new responsive site, those guidelines mean the ads must meet HTML 5 standards.
* Auto-Expansion or Mouse-Over Expansion is not allowed for these units
* Only one expandable should be served per page at any time.
* 40K initial load file size, if they are then using polite file load, 100K
* We do not want to be responsible for handling the 3rd party rich media ad server. This should be done on the client/agency level
* There is a $5/M upcharge for all rich media ads, specifically ads coming from a rich media vendor (not simply all flash ads). If the position is not cpm based, it’s an additional 5% of the rate card (ie the Welcome Mat would incur an additional $250)
* Client must also provide a static version of the ad in case the user’s browser does not support flash
* Why the extra fee?
* Rich media is an interruption to our site.
* While it makes an ad more interesting, it takes a toll on our traffic by slowing down performance and load times
* The ads must activate upon the consumer’s action, not automatically. So no auto expansion, no auto sound, no mouse over expansion

**What is not allowed on our site:**

* **Rich Media in emails.** Why? Flash simply does not work in the majority of email clients
* **Rising Star** ad units are only allowed on our site if the units are completely user initiated, including the audio. These are disruptive and take over the whole page, pushing our own content and any other ads out of the way. If user initiated, we still need to know exactly what the advertiser wants to do before we approve and **there will be a $10/M surcharge or 10% of flat rate**
	+ **NOTE: The home page pushdown is a rising star ad; if used, no welcome mat or expandables should be present on the home page, given the page load and complexity of delivering it.**
* **Rich Media in emails** This is not a Crain’s thing, it is because the majority of email clients will not read flash so it just simply does not work.
* **Tracking pixels**- When ads are served via 3P ad tags or pixels are appended to 1P served ads, some sort of data collection is taking place. That data collection may or may not be something our Brands want or would approve if they were aware of it. We should ask why the advertising wants to use pixels first. Below is a guidelines of acceptable vs not acceptable uses:
	+ **Acceptable reasons for pixels (okay if we allow)**
		- Performance metrics
		- Optimization-so they can understand the best time to serve ads
	+ **Not acceptable reasons for pixels (this is not an accurate way to measure these things)**
	+ Research and retargeting, which may initiate pop ups or ads that follow the person around
	+ To measure viewability
	+ To measure verification that an ad ran
	+ To tie into a billing system

**Video Guidelines**

* The Frames per second (FPS\_ should not exceed 18fps). Settings greater than 18 fps will result in poor performance for many of our users and is not allowed.
* Primary Flash file animation is limited to first 15 seconds; continuous looping animation not accepted.
* Use animation carefully: keep animation smooth and fluid, using slow motions and gentle fades. Fast and abrupt motion has been shown to be highly irritating.
* Both the primary and secondary flash rectangles must feature a 1 pixel border (gray [#666666] or black recommended), though any color that clearly distinguishes the ad from the content may be used.
* Audio must be user initiated and never automatic
* If audio is used, creative must be include an on/off switch for users
* Audio insertion into Flash file may begin no earlier than the second frame.
* Flash versions 4.0 through 9.0 are supported and we test explicitly for 8.0 and 9.0
* It is recommended to make the end of the video have a call to action that is clickable to the desired landing page. If the video is clickable, a new window will open upon user interaction and should pause the video clip.
* Secondary Flash video file must be under 1.5 mg (e.g. no restriction on video play length – just size)
* Optional third flash file can be called via user initiation up to 300K
* Ad opens into new browser

**Creatives**

* Format Category: In-Page Video Units
* Format (WxH): 300 x 250
* Max Initial Load File Size\*: 40 KB
* Flash Specifics: 18 fps (flash must meet HTML 5 standards)
* Audio Initiation: User initiated (on click)
* Maximum Animation Length: Anything up to 15 seconds
* Add’l File Weight (Polite Download): 1.2 MB if video is part of any other rich media units, polite download file weight should adhere to in-page video limit of 1.2 MB
* Controls:
* Control = “Close X’, Play, Pause, Rewind, Volume
* Font = 16 pt
* Website Labeling & Other Items
* Label=”Advertisement”
* Font = 16 pt
* Please also include all advertising elements (individual files, ZIP archives, or via third party served Web site), including SWF, GIF, JPEG, and HTML files. Specify a down level or backup gif for Flash Creative. Additionally, all custom fonts used within the Flash files must also be embedded.
* The first flash unit (primary Flash) should have to call to the video or flash movie.
* Flash modification instructions can be found at http://www.crain.com/flash/single-click.html.

**Specs for ads**

**Welcome Mat**

**Size:** 640 by 480

**Platforms:** On most tablets, desktops (based on device display width greater than 880)

**Placement:** First visit to the site every day

**Format:** JPG/PNG/GIF; HTML 5 standard for rich media (and 10% premium), no animation, no interactivity in the intro message; no additional movie loading from the rich media

**Pushdown (Home page)**

**Size:** 970 by 40 expands to 970 by 415

**Platforms**: Desktop (at displays of 971 or wider)

**Placement:** Home page, directly under the pagetop/masthead

Format: JPG/PNG/GIF; HTML 5 standard for rich media (and 10% premium); expands on hover, easily identifiable “close” button, retraction is user-initiated; only expands again by user hitting “open.” User-initiated after first time served each day.

**ROS ads**

1: Banner (x01): 728 by 90, 300 by 50

2: Medium rectangle (x12): 300 by 250, 300 by 50

4: Medium rectangle (x13): 300 by 250, 300 by 50

3: (x21): 300 by 600, 728 by 90, 300 by 50

5: Bottom banner (x02): 728 by 90, 300 by 50

**Platforms:** Advertisers provide 2-3 ads, and run across all devices and sizes

**Placement:** See sell sheets for various placements based on devices.

**Expandables:** One per page at a time; must be pre-approved and tested; backup must be provided to make it HTML 5 compliant; 5% rich media upcharge. All units have expandability capability, but must be tested first to ensure they will work. No mobile.

**Targeting**

**What is it?**

Every article posted to the website has an average of 3-5 keywords added to it, including industry, company, people names, etc. We can target your client’s advertising to articles with these tags.

Previous keyword-targeted campaigns had a higher click-through rate than ROS. We also know from research by the Associated Press that relevant advertising has as much “social currency” with readers as does relevant news. So, combining a client’s relevant message with news on related topics provides a more valuable product to our readers. The advertising can become part of the reader’s solution and build loyalty with the reader.

**Targeting can be done in several different ways:**

* Taxonomy (keyword) -- industry, company, geography
* Section/Profile/Topic (section and topic pages)
* Specific URLs
* Special projects that include section front and article pages
* Data/lists : By list

**How to sell keyword targeting:**

* Work with your client to identify which tags match their campaigns.
* Contact Nancy for estimates of how many pageviews were generated in the past three months by articles with those tags.
* Offer your client up to 50 percent of the estimated inventory.

## For you:

* We can only sell 50 percent of expected inventory and at a premium of 60 percent.
* Impressions sold can't be sold based on time frame.
* When impressions are met, client will have the opportunity to purchase more.

**For the client:**

An important value of Crain’s Detroit Business’ keyword-targeted advertising campaigns is that your relevant advertising has as much social currency with readers as our relevant news. When we pair the two, we create a much richer information and education environment for readers and more opportunities for them to find and engage with the solutions you offer our readers.

Note that CDB does not control what tags our editors put on articles, meaning we can't guarantee our reporters will write a specific number of articles on any particular subject, nor can we control the popularity of those articles with Crain’s readers, meaning that a single article with one of your chosen keywords could spike in traffic if it resonates with business news readers. These are not limitations, though, because the former ensures the quality of the content associated with those keywords and the latter connects your relevant message with relevant and, in many cases, highly popular news.

Keyword-targeted campaigns are not subject to a fixed number of impressions per day, but result in traffic patterns that are exceptionally relevant to the flow of the news cycle.

We think Crain’s content, because of our award-winning editorial team and that our website employs a meter that requires a registration or a subscription at a certain point to be read, is already exceptionally targeted. Our keyword-targeted campaigns, we believe, are hyper-targeted. :)

If you think it will help, I’m happy to talk to and walk your client through any of this. I think this type of targeted advertising is what makes the digital space so special and so effective for advertisers.

**Newsletter advertising**

We offer ad spots in the following newsletters:

Michigan Morning (7 positions total - M-F)

Afternoon Report (7 positions total - M-F)

Weekly Report (7 positions total M-F)

Health Care, Manufacturing, Nonprofit, Detroit 2.0, Jobs & Economy (5 positions, weekly)

Breaking News (3 positions, as needed (average of 4 per week)

Chat Live, Lists & Data, Special Report: Takeovers and targeting possible

Sponsored ads sold into newsletters are figured into the ad mix. if a sponsored ad is sold, a reduction in the number of ad spots is likely. If, for example, a sponsored post is sold in the Afternoon Report, 5 ad spots would be sold and one bank would be removed to make room for the sponsored post.

For this reason, and because sponsored posts have much more clickworthiness and bring more value to the advertiser, the cost is considerably higher. This also is because implementing sponsored ads requires a good deal of production work, and tracking the analytics must be done on the newsroom side, rather than by ad ops.

**Sponsored advertising**

Custom ads are available for newsletters and on the website. Talk with Nancy and Dan to discuss the possible configurations.

**Ad unit performance-industry standard**

***Source: Doubleclick***

**Email performance by industry-industry standard**

**Industry Open Click**

Business and Finance 21% 3.14%

Media and Publishing 23% 5.14%

Politics 23% 2.74%

**Source: MailChimp**

**Glossary of terms**

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| **Term** | **Definition** |
| Animation | A programmatically generated display of sequential images, creating the illusion that objects in the image are moving. Not digital video, as it relates to this document (see the definition for “Video”). |
| Audio | The audible file that may accompany ads. Advertising audio should never play without user-initiation. |
| Banner | Also known as “display ads”, banner advertisements are a form of graphical ads embedded into a webpage, typically including a combination of static/animated images, text and/or video designed to convey a marketing message and/or cause the user to take an action. Banner dimensions are typically defined by width and height, represented in pixels. |
| Between-the-Page | Also known as “interstitial” ads, between-the-page ad units display as a user navigates from one webpage to the next webpage. The ad appears after the user leaves the initial page, but before the target page displays on the user’s screen. Typically, the ad is self-contained within its own browser window, but may also appear briefly as an overlay on the target page rather than in its own browser window. |
| Billboard | An IAB Rising Stars ad unit template designed with options for rich interactivity to display prominently inline with Publishers’ webpage content. A distinct feature of the Billboard is a close button that a user may click to collapse the ad completely if the user doesn't want to see the ad. |
| Button 2 | A small rectangular standard ad unit with the size 120x60 pixels. |
| Byte | A unit of digital information in computing and telecommunications that most commonly consists of eight bits. Historically, a byte was the number of bits used to encode a single character of text in a computer and for this reason it is the basic addressable element in many computer architectures. |
| Campaign | The advertising period in which an ad delivery strategy is executed. |
| CLEAR Ad Notice | CLEAR is an acronym for “Control Links for Education and Advertising Responsibly,” a set of technical guidelines developed by the Interactive Advertising Bureau (IAB) and the Network Advertising Initiative (NAI) to empower members of the online advertising community to communicate their presence and behavioral advertising targeting practices (if any) to consumers in a simple and direct manner. Derived from:<http://www.iab.net/media/file/CLEAR_Ad_Notice_Final_20100408.pdf>  |
| Click | An interaction between a website visitor and the browser in which the website visitor uses a device, such as a mouse, to move the cursor (or pointer) to an active area of the screen and then deliberately interacts with that area by clicking a button on their device, triggering an event. In the case of touch-screen devices, the user “clicks” by touching the active area with their finger or a stylus. |
| Close X | A creative control that enables a user to close an ad (remove it from view) or to reduce an expanded panel back to its original size. |
| Collapse | An event where the expanded panel of an expandable ad reduces to its original size, or disappears completely. |
| Controls | Active elements of an ad that enable a user to control the advertising experience. Examples of common controls include the “Close X” button in an expandable ad or the Play/Pause/Mute buttons in a video player. |
| CPU | CPU is an acronym for Central Processing Unit, the key component of a computer system, which contains the circuitry necessary to interpret and execute program instructions. |
| CPU Usage % | A guideline for the amount of central processing power used to display advertising content compared to what’s available on an individual’s computer. CPU usage percentage can be measured directly, during the execution of an online ad. In addition 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. |
| CPU Spike | A brief increase in central processing power, sustained for no more than a few seconds, experienced while “heavy” content is loaded/executed. |
| Creative | An advertising unit created by an ad designer, in accordance with publisher specifications and guidelines, for the purpose of communicating a marketing message to that publisher’s audience. One creative may consist of multiple files in various formats, such as standard images, animation, video, execution files (.html, .js, etc.) and other files that work together for an interactive experience. |
| Creative Dimensions | Measured in pixels, the width and height of an ad unit (WxH). The width is always the first dimension listed, followed by the height dimension (i.e. an ad that is 300x250 is 300 pixels wide by 250 pixels high). |
| Cursor | The graphical representation of a “pointer” on a user screen, controlled by the user’s interaction with controlling devices such as a mouse, mouse pad, stylus or other input hardware. |
| Expandable Ads | Rich media ads that can be enlarged to dimensions beyond the initial dimensions of the placement they fill on the webpage. The user initiates expanding events, sometimes after the ad initially expands briefly on its own to catch the user’s attention.  |
| Expanded Dimensions | The secondary dimensions of an expanding ad unit (after the ad is expanded). Initial dimensions are fit to the dimensions of the placement. Then, either by auto-play or by user interaction, the ad unit expands to its secondary dimension. |
| Filmstrip | An IAB Rising Stars ad unit template that is 350x3000 pixels, divided into five 350x600 pixel segments that scroll by user interaction though a 350x600 pixel placement “window.”  |
| Flash™ | Software developed by Adobe used to build, generate, and play animated files. Also used to define the creative files generated by the program. |
| FPS | FPS is an acronym for Frames Per Second, the metric used to indicate the frame rate of animated or video creative content. |
| Frame Rate | The rate at which video frames or animated images display as the video or animated file executes, measured as the number of frames per second (fps). |
| GPU | GPU is an acronym for Graphics Processing Unit. In modern computers, the GPU handles graphical processing, decreasing the processing burden handled by the CPU. |
| Hot Spot | A “hot spot” is an area of an ad unit, which when rolled-over/rolled-on by the user’s cursor, such rollover triggers an event (i.e. expand ad). The hotspot should never be larger than 1/4th the size of the original (collapsed) ad unit. The trigger event should not occur unless the user’s cursor rests in the hotspot zone for at least 1-second. Hotspots should never initiate audio (audio should only be initiated by a click). When hotspots are used, the trigger event should stop immediately upon the user’s cursor leaving the hotspot zone (i.e. ad collapses), and the ad unit should return to its original state. |
| In-Banner Video | A video delivered as part of (inside of) the display ad creative for a given placement rather than initiating the use of a video player. |
| Initial Dimension | The original width and height (in pixels) of an expanding ad. Expanding ads are designed to expand to dimensions larger than the initial dimensions. |
| Initial File Load | The size of the creative file(s) for an ad, measured in KB or MB, that load along with (inline with) the webpage files that load when a user first initiates a page load. The initial file load size of an ad is limited in order to preserve the page load performance and thus the user’s web browsing experience. |
| Interstitial | See ‘Between-the-Page’ |
| Kilobyte (KB) | A multiple of the unit ‘byte’ for digital information, used to quantify computer memory or storage capacity equal to a 1,000 bytes (or technically, 2^10 = 1,024 bytes). For the purposes of this document, this measure relates to creative file size. (See definition for Byte) |
| Labeling Requirements | The minimal requirements for distinguishing an online advertisement from regular webpage content. |
| Megabyte (MB) | A multiple of the unit ‘byte’ for digital information, used to quantify computer memory or storage capacity equal to 1,000 kilobytes (or technically, 2^20 = 1,048,576 bytes). For the purposes of this document, this measure relates to creative file size. (See definition for Byte) |
| Mouse-off | The act of a user moving the cursor away (off) from the hot spot of an ad. Mouse-off by a user may trigger an event, such as collapsing an expanding panel or stopping any animation in progress. |
| Mouse-over | The act of a user moving the cursor and resting it on the hot spot of an ad for at least one second. Mouse-over may trigger an event such as expanding the ad or initiating an animated sequence within the ad. Mouse-over may NOT initiate audio play. |
| OBA | Acronym for Online Behavioral Advertising. The collection of data from a particular computer or device regarding Web viewing behaviors over time and across non- Affiliate Web sites for the purpose of using such data to predict user preferences or interests in order to deliver advertising to that computer or device based on the preferences or interests inferred from such Web viewing behaviors. Online Behavioral Advertising does not include the activities of First Parties, Ad Delivery or Ad Reporting, or contextual advertising (i.e. advertising based on the content of the Web page being visited, a consumer’s current visit to a Web page, or a search query).Definition from page 10 of the Self-Regulatory Principles for Online Behavioral Advertising:<http://www.aboutads.info/resource/download/seven-principles-07-01-09.pdf> |
| OBA Self-Regulation | Developed by leading industry associations to apply consumer-friendly standards to online behavioral advertising across the Internet, the Self-Regulatory Program consists of seven Principles that correspond with the “Self-Regulatory Principles for Online Behavioral Advertising” proposed by the Federal Trade Commission in February 2009 that also address public education and industry accountability issues raised by the Commission.Definition from page 10 of the Self-Regulatory Principles for Online Behavioral Advertising:<http://www.aboutads.info/resource/download/seven-principles-07-01-09.pdf> |
| Overlay | An ad unit that displays over the webpage content briefly when initiated. |
| Pause | A video, animation or audio control that enables users to stop the video, animation, or audio from playing until the user is ready to resume play. |
| Pixel(as a unit of measure) | The smallest unit of measure for graphical elements in digital imagery, used as the standard unit of measure for ad creative (i.e. 300x250 pixels). Pixels may also represent x/y coordinates relevant to a given space, such as the browser window, an application workspace or the user’s computer screen. (See also “Tracking Pixel”) |
| Play | A video, animation or audio control that enables a user to initiate (or avoid initiating) the video, animation or audio of an ad. |
| Polite file load | Withholding a portion of the total ad creative file size (besides any initial file load size) from loading on a page until publisher content has loaded. |
| Pop-up Ad | Any advertising experience where visiting a website in an initial browser window initiates a secondary browser window to deliver an ad impression directly above the initial browser window. |
| Portrait | An IAB Rising Star ad unit template that uses up to three interactive modules chosen (by the ad designer) from a variety of modular application options in a 350x1050 pixel space. |
| Progress Bar | A video or animation control that shows users the progression of the video or animation in relation to its total duration. |
| Progressive Load Video | A distribution method for serving video files in which the video file downloads progressively into the cache of a user’s computer, much the same way images and other content elements are downloaded. |
| Pushdown | An IAB Rising Stars ad unit template designed for rich interaction in a space similar to, but larger than, an expanding leaderboard, with initial dimensions of 970x90 pixels and expanded dimensions of 970x415 pixels. When the ad is expanded, it "pushes" page content down rather than displaying over the top of page content as most expandable ads do. |
| Retraction | An event programmed into an expandable ad the causes the ad to be reduced to its original dimensions (i.e. the expanded portion of the ad retracts). |
| Rising Stars Display Ad Units | IAB invited companies and individuals to submit ad templates designed to drive brand equity. Six templates were chosen to be validated by the market. Rising Star Display Ad Units are designed to be the only ad on a page. Their file load limits are larger than for other ads, so not only would a Rising Star Ad Unit overshadow any other ads on the page but they would also compromise the performance of the page should other rich media ads be allowed to load simultaneously. |
| Rollover  | The willful pause of the user’s cursor on the target portion of the creative (the “hot spot”), such pause lasting at least one second in duration, before an action may be initiated by the ad (i.e. trigger an expand event, etc.). This one-second pause/delay requirement prevents unwanted, user-initiated actions and false reporting of user engagement. |
| Sidekick | An IAB Rising Stars ad unit template initially displayed as one of three standard ad unit dimensions, but upon user initiation, “pushes” publisher content to the left to display a canvas of up to 970x550 pixels full of rich interaction. |
| Skyscraper | A standard ad unit with dimensions of 160x600 pixels. |
| Slider | An IAB Rising Star Ad Unit template designed with an overlay “slider” (90 pixels high) that rests at the bottom of a publisher’s page and when prompted by user interaction, slides page content to the left for a canvas of 970x550 pixels full of rich interaction possibilities for user engagement. |
| Standard Ad Units | A set of ad specifications for standard image or animated in-page ad units that establish a framework for advertising inventory and webpage design. |
| Streaming Video | A distribution method for serving video files such that the video is played over a persistent connection between the browser and the ad server. Versions of the file at different levels of compression (quality) can be served based on detection of the user’s Internet bandwidth. |
| Submission Lead Time | The number of business days (non-weekend/non-holiday days) prior to a campaign going live in which a publisher needs to validate advertiser submitted creative(s) for a campaign. |
| SWF | Acronym for Shockwave Flash™. “.swf” is the file naming extension used for animated files complied using Adobe Flash™ software.  |
| Tracking Pixel | A 1x1 pixel-sized transparent image that provides information about an ad's placement. In many cases, a tracking pixel is used to notify an ad tracking system that either an ad has been served (or not served, in some cases) or that a specific webpage has been accessed. Also known as: beacon, web beacon, action tag, redirect, etc. |
| Universal Ad Package (UAP) | A set of four ad units (728x90, 300x250, 160x600 and 180x150 pixels) offered by UAP-compliant publishers as a 'package' where ads in in these four formats are used collectively across the publisher’s site, enabling advertisers to reach more of the publisher’s audience. |
| User  | An anonymous person who uses a web browser to access Internet web content. |
| User Initiation  | The willful act of a user to engage with an ad. Users may interact by clicking on the ad, and/or rolling over an ad (or a portion of an ad). When a user engages the ad using a rollover action, the user’s cursor must rest on the hotspot for at least one second before any action may be initiated in the ad. See the definition for rollover for more information. |
| Video (aka "Digital Video") | In online advertising, the digital recording of a physical event or animated files that have been transcribed into a digital video format. |
| Volume | A control that enables users to adjust the audio output of ad creative. Volume controls should always allow adjustment down to zero (0) output. |
| Z-index | Enumerated layers of elements and content on a publisher’s webpage. Consideration of the z-element in page content design such as navigation, imagery, and ads is important for providing a seamless experience when page content overlaps (i.e. an expanding ad with a z-index that is lower [on the z-index scale] than navigational elements may give the appearance that page navigational elements are showing through the expanded portions of the ad). |