

## Guidelines for Rich media:

- Ads must conform to specifications outlined herein. Elements not meeting specifications will be returned for revision, which may delay launch time.
- **RUCKUS** requires a 7-business-day lead time to test and implement Rich Media solutions.
- Third-party tags must be live at the time of submission to enable thorough testing before launch.
- **RUCKUS** reserves the right to preserve the user experience of its sites, and reserves the right to remove any advertisement that is deemed excessively intrusive and/or harmful to users at any time.

## clickTAG Specification:

All FLASH banners require a clickTag. For ALL flash banners a clickTAG command on the button layer is required as shown below:

```
on(release){
  GetURL(_root.clickTAG);
}
```

- Opening new windows are handled on our side, if that code is used, the click-thru will not work.
- The clickTAG button should be on the topmost layer.

## Guidelines for Polite & In-Banner Streaming Units:

- All streams must be user-initiated upon click. Audio or video files may not start to download until the user has initiated the stream.
- Back up image required, max 20k.
- Max initial file size for this ad unit is 40k, including the player buttons.
- Max secondary download is 100k. Polite ads must be broken down into three files:
  - The alternative image (either GIF or JPG), 20k max file size.
  - An initial Flash file, 40k max file size
  - The final Flash portion, with a 100k max (for the entire ad)
  - The Polite portion of the ad will load after the rest of the **RUCKUS** page finishes loading
- Video
  - Video stream may be a max of 1mb; smaller video stream sizes will give better play ratios.
  - There are no frequency caps on the video portion of banners containing streaming video; the video can play every time the user sees the banner.
  - The User Click can activate progressive download streaming.
  - There is a 30-second max on video stream length; for campaigns that exceed 30 seconds, additional guidance is needed from **RUCKUS**.

- Video Controls:
  - Play, Stop/Pause, and Mute buttons are preferred
  - Stop/Mute and Start buttons are required
  - Replay button is optional
- Audio
  - Audio must be User Click initiated
  - There is a 30-second max on all audio served in conjunction with a video stream
  - Audio served independent of a video stream may be 15 or 30 seconds
- Audio controls:
  - Play, Stop/Pause, and Mute buttons are preferred
  - Stop/Mute and Start buttons are required
  - Replay button is optional