

CPA/CPS

Minimum Creative Requirements to Launch a Campaign

- **At least 1 banner** (we recommend that more are provided)
- **Short copy** (no longer than 65 characters with spaces)
- **Long copy** (between 70 and 300 characters with spaces)
- **URL** (if hosted by Webclients.net, provide sample to use as reference for designing landing page)

NOTE FOR CPS CAMPAIGNS: Credit card testing information needs to be supplied so a pixel can be placed on the thank-you page.

Banners

Ad Unit Dimensions (pixels)	File Type	Maximum File Size
468x60	GIF, JPG, SWF	16k
720x300	GIF, JPG, SWF	50k
300x250	GIF, JPG, SWF	20k
728x90	GIF, JPG, SWF	20k
160x600	GIF, JPG, SWF	20k
120x600	GIF, JPG, SWF	20k
125x125	GIF, JPG, SWF	13k
75x30	GIF, JPG, SWF	10k
100x30	GIF, JPG, SWF	12k
120x60	GIF, JPG, SWF	13k

Copy

Copy Type	Character Limitations
Short Copy	Less than 65 characters (with spaces)
Long Copy	70-200 characters (with spaces)
Bulleted Copy	Less than 300 characters (includes lead in copy and 3 bullets)

Short:

Beautiful skin begins with AntiAGE. **Get a free 30-day trial!**

Long:

Get a free 30-day trial of AntiAGE Age-Defying Serum and see the appearance of fine lines and wrinkles diminish in just 15 days.

Bulleted:

AntiAGE Age-Defying Serum

- You have nothing to lose but the wrinkles
- TRY IT FREE for 30 days
- 100% satisfaction guaranteed

Flash

- **.SWF file(s)**
- **Default backup image** (.GIF or .JPG format)
All flash creatives require the use of a backup image that have the same dimensions as the Flash creative. The backup image will display instead of the Flash creative for users who do not have a Flash Player enabled. Only one backup creative per ad format is needed.
- **.FLA source file** (plus, any non-standard fonts used in this file. This will allow the creative to be quickly correct if there are any technical issues.)
- **18fps or lower;** 12fps recommended
- **All flash creative must include Click Tracking**

Click Tracking

In order to click track Flash creative, a "getURL" command and the token clickTag must be used in place of the click-through URL in the Flash file.

Please set the Actionscript in the button layer (Flash 5 and above) as shown below:

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

If the button is in a sub-movie clip and not in the main movie, use:

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

CPA/CPS

HTML and Text E-mail

Character Limitations / Max File Size

- Text E-mail: 150-1,500 characters (with spaces)
- HTML E-mail: 30-50kb

Subject Lines

- Cannot be false, misleading or deceptive
- Must be directly related to product or service you are marketing
- Provide a minimum of 5 subject lines
- No longer than 50 characters (with spaces)

Company Name and Postal Address (Optional for Advertisers)

Required by publishers e-mailing offers

Functioning Unsubscribe Link (Optional for Advertisers)

Required by publishers e-mailing offers

Suppression List

If you would like us to suppress certain e-mail addresses you will need to provide us with that list in an Excel or .CSV file weekly.

HTML E-mail Restrictions

- **No form tags or elements** (i.e. drop down menus, text input fields, submit buttons)
- **No Javascript** (i.e. mouseover effects, popup windows or for any other functionality)

Co-Registration

1.) Simple

Banners

Ad Unit Dimensions (pixels)	File Type	Maximum File Size
75x30	GIF, JPG	10k
100x30	GIF, JPG	12k
120x60	GIF, JPG	13k

Copy

Copy Type	Character Limitations
Short Copy	< 65 characters with spaces
Long Copy	70-200 characters with spaces

examples

2.) Custom

Use the same opt-in creative (banners and text) as listed above, plus the additional banner size listed below:

Banner

Ad Unit Dimensions (pixels)	File Type	Maximum File Size
589x200*	GIF, JPG	70k

*NOTE: Width must be 580 pixels, but height can vary (i.e., can be smaller or larger than 200 pixels)

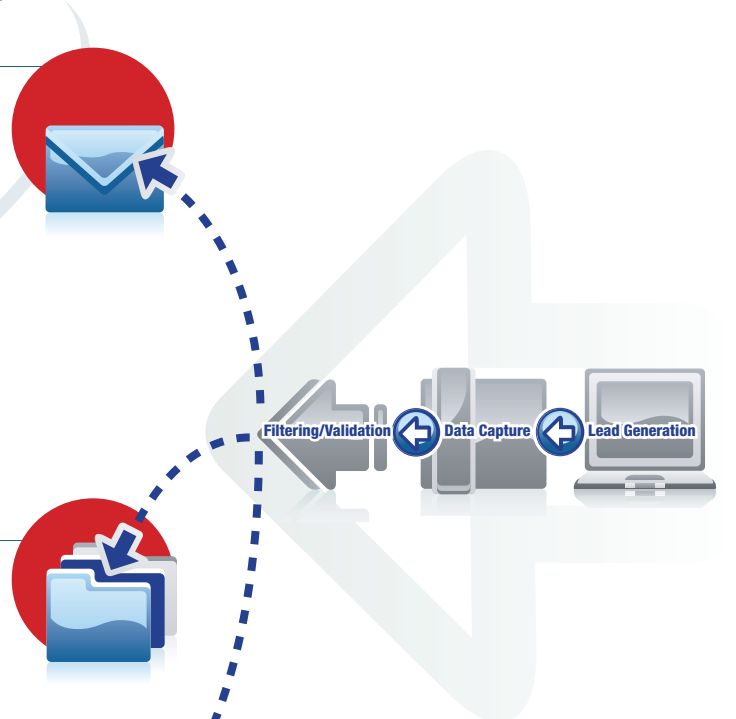
example

Reporting

Delivery of Leads for Hosted Campaigns Via:

E-mail Batch Files

- 1.) **Format**
 - comma delimited, etc.
- 2.) **Column headers**
- 3.) **Field requirements** (see examples shown below)
 - first name can be a maximum of 60 characters
 - acceptable responses for a dropdown or radio button
 - format of DOB (see examples shown below)
 - YYYYMMDD • DDMMYYYY
- 4.) **Frequency of delivery**
 - daily preferred
- 5.) **Name of file**
- 6.) **E-mail addresses to send file to**



FTP Batch

- 1.) **All requirements listed above for standard batch, plus:**
 - FTP address
 - FTP login and password
 - Is FTP server secure, or does our IP need to be whitelisted?

Real-Time Posting

- 1.) **URL to post to**
 - If HTTP, GET or POST method
 - If XML, documentation and/or link to ASMX file
- 2.) **All parameter names**
- 3.) **Field requirements** (see examples shown below)
 - first name can be a maximum of 60 characters
 - acceptable responses for a dropdown or radio button
 - format of DOB (see examples shown below)
 - YYYYMMDD • DDMMYYYY
- 4.) **Sample posting string** (if possible)
- 5.) **Responses returned by client's server**
 - for both successful and rejected posts
- 6.) **Is server secure, or does our IP need to be whitelisted?**

Please note, if collecting the following information:

- 1.) **DOB**
 - please supply correct format (i.e.: YYYYMMDD or DDMMYYYY, etc.)
- 2.) **SSN or credit card information**
 - please use HTTPS, SFTP or PGP/GPG encrypted e-mail