

Creative Specifications for the Zacks InvestorReach Advertising Network

Online Advertising Specs	
Ad Serving	The Zacks InvestorReach Advertising Network uses DoubleClick's DFP Ad Serving system. Impression and click thru counts are provided from DoubleClick.
Banners and Buttons	468 x 60 IMU - (Full Banner) - 15k max file size. 120 x 240 IMU - (Vertical Banner) - 15k max file size. 88 x 31 IMU - (Micro Bar) - 5k. Unlimited looping. Formats accepted: gif, HTML, Flash, Java, EyeBlaster, and Pointroll. **Note: All max file size info refers to non-rich media banners. See below for Rich Media Guidelines.
Rectangles	336 x 280 IMU - (Large Rectangle) - 25k max file size. Formats accepted: gif, HTML, Flash 5.0 or greater, dhtml, EyeBlaster, and Pointroll.
Skyscrapers	120 x 600 IMU - (Skyscraper) - 20k max file size. Formats accepted: gif, HTML, Flash 5.0 or greater, dhtml, EyeBlaster, and Pointroll.
Textlinks	292x18 IMU - (Textlink) - 3k max file size. Static text, no animation. View text link tester here: http://lada.zacks.com/rich/text_link_test.php3 Textlinks for Silicon Investor/Investors Hub can be up to 2 lines of text, with 60 characters each.
Sponsor Modules	180x20 IMU - (Textlink) - 4k max file size. Static, no animation.

Rich Media Guidelines for Online Advertising

Definition & Dimensions:	Standard banners (468x60), rectangles (336x280) or skyscrapers (120x600) which use rich media technologies such as HTML, Pointroll, EyeBlaster, Flash and Java.
Rich Media File Size:	<ul style="list-style-type: none"> ▪ 468x60 - up to 15k initial load. Up to an additional 85k may be loaded after a user moves their cursor over or clicks on the banner. ▪ 336x280 - up to 25k initial load. Up to 3 additional loads of up to 50k each may be initiated after a user moves their cursor over or clicks on the rectangle. ▪ 120x600 - up to 25k initial load. Up to 3 additional loads of up to 50k each may be initiated after a user moves their cursor over or clicks on the skyscraper.
Rollover Expands:	A banner may expand to as large as 468x240 after a user moves their cursor over it, and should automatically close when the cursor moves off the banner.
Click Expands:	A banner may expand to as large as 468x240 after a user clicks on it, and can stay expanded until the user clicks a clearly labeled "close" button.
Audio/Video:	A banner, rectangle or skyscraper may play audio and/or video content after a user clicks on it, and should display a visible "stop" or "pause" button once the audio/video begins.
Pointroll	Accepted formats include: FatBoy, TomBoy, BadBoy, and Data Collection.
EyeBlaster	Accepted formats include: Floating Ad, Polite Banner, Wallpaper Ad, and VideoClip Module.
Unicast Interstitials	<ul style="list-style-type: none"> ▪ Cannot exceed 550x480 pixel dimension. ▪ 75K max file size. ▪ Limited to 3 loops. ▪ Audio "sound effects" are permitted to enhance the animation play. ▪ Play length not to exceed 15 seconds. ▪ A minimum frequency cap of 1 per user per day will be placed.
DART Motif	We are a DoubleClick Motif Preferred Publisher and accept DART Motif files.
Homepage Commercial Overlays	<ul style="list-style-type: none"> ▪ 640 x 480 max pixels (active area), 50k max file size. ▪ Ad duration: 8 seconds max. ▪ Both the .FLA and .SWF Flash files must be submitted, using Flash 5.0 or greater. ▪ If you would like the Flash unit to be click-through enabled, all href targets must be directed to "target=_new". If you would like Zacks to track clicks on this unit, you must provide your click thru URL to Zacks in advance of the campaign. Within 24 hours, Zacks will provide you with a link with click tracking enabled; this is the final URL which should be used in the Flash unit. ▪ The second to final frame of the .swf file should call this URL: http://www.zacks.com (please make the target window = "self"). The final frame should contain a stop action. ▪ A 468x60 and a 120x240 should be provided for the subsequent page that appears just after the intro message has concluded (the Zacks homepage). ▪ This unit has a frequency cap of once per user per day. ▪ New creative requires 5 business days to code and test.

CPC Marketplace Advertising

Online - Headline	50 characters or less that attracts users to your products/services and description
Online - Description	250 characters or less that gives more detail about the product/service you are offering
Zacks Newsletters	7 lines of text, 77 Char. per line. *Text only
Full details	Click here for more information, or to create an account and get started: https://www.industrybrains.com/zacks

Zacks Trading Center Specs

88x31 Unit	<ul style="list-style-type: none"> The creatives MUST be site-served. 3rd party ad serving is not allowed. Please provide one 88x31 gif; 5k max file size, looping and animation is allowed. This ad does NOT need a corresponding click thru url, as it will click to your "full page" ad unit
Full Page Unit	<ul style="list-style-type: none"> For the "full page" ad unit, Advertisers can provide Zacks with either: <ol style="list-style-type: none"> an html file or b) a url that contains the html file, housed on your server. **Although the creatives cannot be fully 3rd party served, you CAN insert click commands into the url to track the number of times the full page ad unit loads. For example, this a Zacks' registration url: http://register.zacks.com/step1.php?ALERT=&ADID= Here it is with click tracking (from DoubleClick in this example) included. This is fine: http://ad.doubleclick.net/clk;5541802;8259567;s?http://register.zacks.com/step1.php?ALERT=&ADID= For aesthetics and to best fit in with the design of the Zacks web site, we recommend that the width of html file or the page does not exceed 625 pixels. If necessary, however, it can extend up to, but not exceed, 800 pixels. There is no limit for page length or file size, though we recommend that the file size does not exceed 40k to ensure a fast loading time. All links from within this html file or page must open in new browsers. In other words, any <href> or <form action> must use the syntax: "<target='_new'>". To ensure that your full page ad is properly positioned within the Trading Center, please include this within the html: "<body bgcolor=FFFFFF marginheight=0 marginwidth=0 topmargin=0 leftmargin=0>"

Schaeffer's Broker Center Specs

88x31 unit	88x31.gif (can be animated, 5k max file size) located on the Broker Center homepage.
336x280 unit	336x289 gif (can be animated, 25k max file size) that appears on the individual Broker's page.
Short Description	4-6 word description of offer (ex: 25 FREE Trades from Ameritrade).
Full Details	Expanded description (600 characters total) of offer that appears in a pop-up box.

Co-Registration Specs

Offer Details Required:	<ul style="list-style-type: none"> Name of offer - as it should appear online Offer Text - one line headline Offer Description - 5 lines, 77 characters max Offer image - gif, not animated, sz=100x30 pixels
Email Details Required: (only required if offer contains an Auto-Responder)	<ul style="list-style-type: none"> "From" and "Reply-to" email address Email Subject - one line Email body - provide email contents in .txt format, no .HTML auto-responders available.
Data Format Details Required:	<ul style="list-style-type: none"> Specify format required for data files: Formats available: .xls, .mdb, .csv, .txt. Inquire for others. Specify user data to be collected: Fields available: First Name, Last Name, Email address, Address, City, State, ZIP, Phone Indicate to whom, where, and when to send data files. Files may be sent via ftp or email.

Dedicated Opt-In Email Specifications	
Minimum Sales	20,000 for normal mailings; 1000 for Geo-targeted mailings. For split creatives, each component of the split must be at least 20,000 in size. In other words, the minimum for an A/B split is 40,000.
ALL of the following must be provided to Zacks, a minimum of 48 hours prior to the mailing being sent:	<ul style="list-style-type: none"> • HTML version of email (if applicable) • Text version of email • Seed list for tests • Seed list for actual mailing • Subject line for the mailing • All details for any special select or query that we will run on the list (if applicable). • The postal address of the advertiser. • The advertiser suppression list. • The advertiser opt-out link (if available). • Note: An extra 24 hours notice is REQUIRED for A/B splits or if Zacks must host images for html emails. • Signed Can-Spam agreement
General information	<ul style="list-style-type: none"> • The "FROM" field in all messages we send is Zacks, not the advertiser. • Messages are sent multi-part mime, and users' email clients select the best format to display them. (Unless mailing is specified as text only) • Clear unsubscribe requests are included in every email we send. • By default, Zacks tracks clicks and opens on all emails sent. If for any reason, you do not want click or open tracking installed, please include these instructions when sending creative. • Zacks requires advertisers to work with us to modify email content if Zacks' Spam analysis tool – Spam Assassin – indicates that the email content is likely to trigger Spam filters.
Content Guidelines:	<ul style="list-style-type: none"> • Avoid these words wherever possible - they are common spam triggers among many Internet Service Providers: Diet, Free, Spam, Income, Instant(ly), Profit(s), Subscribe, Amaz(ed)/(ing), Guarantee(d), \$\$\$/Money/Dollar(s) • Avoid frequent use of capitalization and multiple exclamation points, ex: GUARANTEED!!!! • NEVER include the word "FREE" in all capital letters or with multiple exclamation points in your subject line. The exclamation points will be removed and "FREE" will be changed to "free". • For mailings to the InvestorGuide and Schaeffer's lists, subject lines cannot include percentages, for instance "300% increase" is not allowed.
Text version of the email	<ul style="list-style-type: none"> • Please send in .txt format (created in Notepad, not Word or in the body of an email) • There should be no more than 90 characters per line. • For mailings to the Schaeffer's list, the text creative must be in Courier New font, with hard returns at the end of each line, and there should be no more than 64 characters per line.
HTML version of the email	<ul style="list-style-type: none"> • Please send in .HTML format • HTML should be given to Zacks in complete, final form, with all necessary images hosted by the advertiser. If Zacks must host images, please note the additional set up time needed.
Guidelines for creating HTML to be used in emails	<ul style="list-style-type: none"> • Limit multiple and nested tables: Stacked and nested tables can result in incorrect layout and design for reception. Lotus Notes is particularly sensitive to this. • Do not use Cascading Style Sheets (CSS). If style sheets are required, use inline style sheets. • Do not use canvas background images: Most e-mail reception clients do not display canvas background images. Background images for individual table cells are generally acceptable, but may not appear in some clients such as Lotus Notes. • Avoid use of DIV tags: Some e-mail reception environments do not support DIV tags. • Do not use JavaScript: Some e-mail reception environments do not support JavaScript; some see it as a security risk. • Do not use EMBED tags: Some e-mail reception environments do not support EMBED tags. • Do not apply attributes to the BODY tag: Zacks' email system strips all BODY attributes when HTML creative is uploaded into our system. • Do not leave any tags open: Zacks' email system will catch open tags. While the HTML may still render, it is recommended to correct any simple HTML errors to produce the best reception possible for the email. • Use HTML url encoding for all special characters: As code is not rendered consistently across all browsers, special characters such as ', &, (, #, etc. may not display correctly. The use of HTML url encoding eliminates this problem. • HTML source code should be created in Notepad, not in another editor such as Microsoft Word.

Newsletter Sponsorship Specs	
InvestorGuide Daily Email	Sponsorship: text ads with up to 6 lines of text, 68 characters per line Special Offers: text ads with up to 80 characters per line.
InvestorGuide Weekly	Sponsorship: text ads with up to 6 lines of text, 68 characters per line Special Offers: text ads with up to 80 characters per line.
InvestorWords Term of the Day	Sponsorship: text ads with up to 6 lines of text, 68 characters per line Special Offers: text ads with up to 80 characters per line.
Schaeffer's Market Recap	468x60 and 120x600 OR text ads with 6 lines of text, 65 characters per line Creative due by 48 hours in advance of campaign date, email is sent daily, Monday-Friday.
Schaeffer's Monday Morning Outlook	468x60 and 120x600 OR text ads with 6 lines of text, 65 characters per line Creative due by 9:00 am on Thursday, email is sent on following Monday.
Schaeffer's Opening View	468x60 and 120x600 OR text ads with 6 lines of text, 65 characters per line Creative due by 48 hours in advance of campaign date, email is sent daily, Monday-Friday.
StreetInsider Stock Updates	Text ads with up to 6 lines of up to 68 characters.
Zacks Daily Portfolio Email Alerts	7 lines of text, 77 Char. per line. *Text only. Creative due by 9:00 am on Friday, email is sent Monday-Friday.
Zacks Profit from the Pros Email Newsletters	7 lines of text, 77 Char. per line. *Text only. Creative due by 9:00 am on Monday, for email sent on Tuesday. Creative due by 9:00 am on Tuesday, for email sent on Wednesday. Creative due by 9:00 am on Wednesday, for email sent on Thursday.