

Ad Specifications

	Leader Board: 728 x 90 pixels	IMU: 336 x 280 pixels	Prestitial: 640x480 (Max duration 20 seconds)
Max. file size	20k	20k	45k
HTML in Banner	X	X	X
JavaScript	X	X	X
Flash	X	X	X
Animated .gif	X	X	X
Looping Limit	3	3	3

Creative and destination URL due at least 5 days before posting.

Flash Media

- Provide creative in Flash (.swf) file format.
- Include back-up .gif file (to support viewers who do not have Flash enabled).
- Max file size is 20K.
- Provide a click-through URL — do not hard code into .swf file.
- Include a Button Action in the Flash file coded as follows:

```
on (release) {  
    getURL (_level0.clickTag, "_blank");  
}
```

Creative due 5 business days before posting.

E-mail creative for all programs to adops@javaworld.com

Include JavaWorld in the e-mail subject line.

E-Mail Newsletters

- **Headline:** A maximum of 40 characters, including spaces.
- **Copy:** 50 words or less, in **TEXT (.txt) file format**. To avoid any “text” errors in newsletters, do not cut and paste text from any format other than .txt files. Word, Lotus Notes, Outlook and many other formats will often alter text, especially trademark symbols. No special formatting such as bullets.
- **Click-thru URL** (max. 256 characters) must appear on a separate line following the copy.
- Submit company name as it should appear as the sponsor of the newsletter.
- **Note:** For ad performance tracking purposes, redirect coding will be added to newsletter URLs, unless you request otherwise.
- **Newsletter creative policy:** Previously submitted e-mail newsletter copy will be used unless new copy is received by the deadline date. JavaWorld is not responsible for typos in the text submitted.
- **Delivery:** During holidays or for technical reasons, newsletters may be mailed after the date specified in the insertion order.

Copy due 5 p.m. EST Wednesday the week before the scheduled delivery date.

Whitepaper Posting:

Provide white paper (5-8 pages) in PDF or HTML format

- Provide title of white paper
 - up to 95 characters including spaces
 - text only
- Provide a brief description of the white paper
 - up to 550 characters, including spaces
 - text only
 - no special formatting such as bullets
- Submit URL for any white papers hosted outside JavaWorld.com

Copy due at least 5 days before posting.

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Content Integration Strip

4 columns total (1st column should be company logo and description)

- Sample: http://www.javaworld.com/cis/sample/new4col_830x200.html
- Specs are per column:
 - Image: 175x50 maximum dimension, Format: jpg or gif
 - Headline Text: maximum 25 characters
 - Body Text: maximum 125 characters
 - Link Text: maximum 25 characters
 - All copy should be supplied in a .txt document
 - All content is due at least 10 business days prior to live date

3 columns total (1st column should be company logo and description)

- Sample: http://www.javaworld.com/cis/sample/new3col_830x200.html
- Specs are per column:
 - Image: 255x50 maximum dimension, Format: jpg or gif
 - Headline Text: maximum 35 characters
 - Body Text: maximum 170 characters
 - Link Text: maximum 40 characters
 - All copy should be supplied in a .txt document
 - All content is due at least 10 business days prior to live date

2 columns total (1st column should be company logo and description)

- Sample: http://www.javaworld.com/cis/sample/new2col_830x200.html
- Specs are per column:
 - Image: 390x65 maximum dimension, Format: jpg or gif
 - Headline Text: maximum 50 characters
 - Body Text: maximum 260 characters
 - Link Text: maximum 60 characters
 - All copy should be supplied in a .txt document
 - All content is due at least 10 business days prior to live date

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