MapHouston & Galveston

Advertising Specifications | Banners

Banner Specifications

Placement	Position	Pixel Size	Weight	Format	Loops
Mobile Website	Leaderboard	300x50 px	30 KB	.gif, .jpg	N/A
Website	Leaderboard	728x90 px	50 KB	.gif, .jpg, .swf	Unlimited
Website	Wide Skyscraper *(interior pgs only)*	160x600 px	60 KB	.gif, .jpg, .swf	Unlimited
Website	Rectangle	180x150 px	50 KB	.gif, .jpg, .swf	Unlimited
Website	Medium Rectangle *(home pg only)*	300x250 px	60 KB	.gif, .jpg, .swf	Unlimited
eNewsletter	Medium Rectangle	300x250 px	50 KB	.gif, .jpg	N/A

Rich Media and Adobe® (Macromedia) Flash® File Specifications

- Files may have unlimited loops
- Files may not include Sound
- Files may not include jarring, flashing, or strobe effects/animations
- All ads must have at least a one - pixel border

Flash® Files and the Banner Management System:
To track the success of your ads, TourTexas.com has a Banner Management System (BMS). To track clicks/impressions for a Flash ad, the file must be set up properly in the native format (.fla) before it is exported as a .swf file. In Flash, click on the button on the stage (not the frame in the timeline where the button is). Then type -- letter for letter, exactly as written -- the folowing code in the actions panel:

on (release) {getURL(url,"_blank";}

***Note:** "URL" is the variable name; "url" in lowercase (without quotation marks) must be there for the BMS to track your ad. Do not replace "URL" or "url" with an actual URL or web address. Copy the code exactly as it appears. Slide maxmimum is 4 and insert the Action Script as 2.0.

File Submissions & Deadlines

Submit files for banner ads at **http://Materials.AJRMediaGroup.com**. All ad materials are due the 15th the month before the ad is scheduled to run. For more information, visit **http://Materials.AJRMediaGroup.com** or email **Help@AJRMediaGroup.com**.

03062013

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Help@AJRMediaGroup.com | www.AJRMediaGroup.com

AJR MEDIA GROUP

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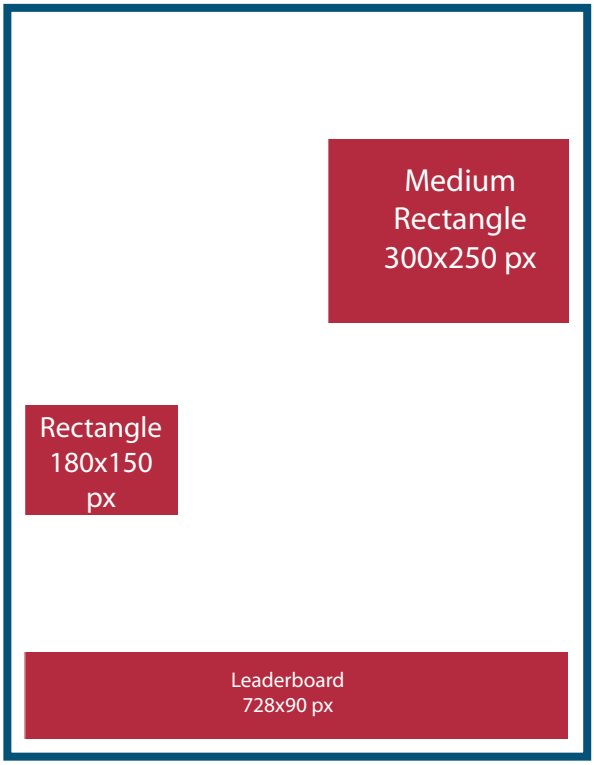
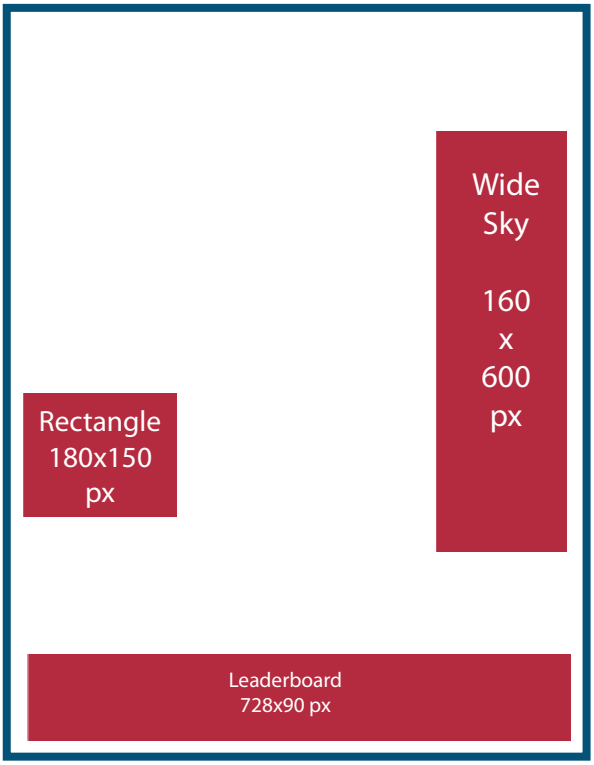
Home Page

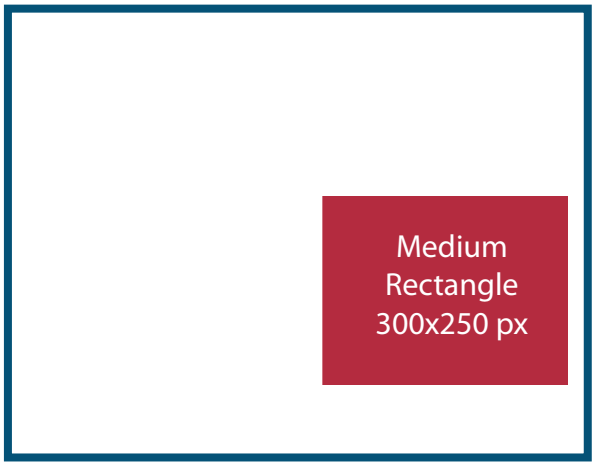


Internal Pages

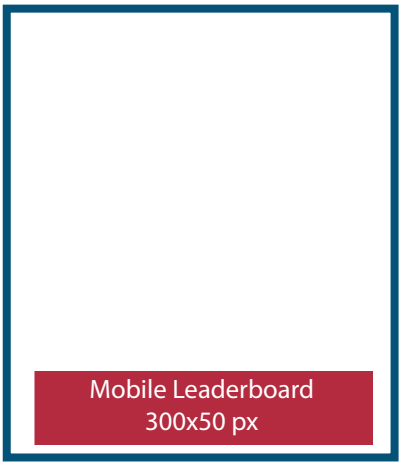
Banners display on non-paid content pages



eNewsletter



(mobile)



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