Ad Specifications

Online Ad Banner Sizes:

- o 728x90 (Leader board)
- o 300x250 (Med. Rectangle)
- o 180x150 (Sm. Rec.)

Please provide a static (or animated) GIF or JPEG banner; or see below for Rich Media options

Ad File Sizes: Banner Ad materials hosted by Microgrid Knowledge have a max size of 50k

(Ad materials served through a third party vendor may have a max size limit of 95k)

3rd Party Ad Tags: Are accepted. 3rd Party ad tags can only drop a cookie after the user has clicked on the ad… impression/view based cookies are not permitted.

Animation / Looping: Maximum number of loops = 3

- Time = 15 Seconds

Alternative text: 60 Characters

Optional Rich Media Instructions:

- Accepts all Rich Media creative for all ad units.
- Video – Can start with ad launch
    - o Pre-roll – 30 second max
    - o User initiated video has no time limits, but, must turn off with click or when rolled off of.
- Sound – Must be user initiated by click and have a button to turn off sound
- Expanding banner creative – Must be user initiated by click or mouse over
    - o 300x600 (1/2 Page) – Expands Left, 600x600
    - o 300x250 (Rectangle) - Expands Left, max size 600x250
    - o 728x90 (Leader board) Expands Bottom, max size 728x225
    - o 160x600 (Tower) – Expands Right, max size 300x600
- Flash Files – are not recommended due to the increasing popularity Apple operating. *Microgrid Knowledge* will accept flash creative yet we can't guarantee the ads will be seen by all visitors / devices.
    - o Provide creative in Flash (.swf) file format (50K max)
    - o Include backup .gif (50K max). To support viewers who do not have Flash enabled.
    - o Provide click through url
    - o **Do not hard code the url into the .swf file**.
    - o Include a button action in the Flash file coded as follows:

```
on (release) {
        if (_root.clickTAG.substr(0,4) == "http") {
          getURL(_root.clickTAG, "_blank");
        }
      }
```

Materials Due Date: Please allow 3 business days before campaign launch date for scheduling and QA

Newsletter Ad Sizes:

- o **300x250 (Rectangle)**
- o **180x150 (banner)**

File Sizes: *Newsletter Ad materials have a max size of 20K*

Format: Static Image Files Only

- GIF; JPEG

Looping: None – Due to email SPAM filters the newsletters ads must be static images

Alt text: Headline 50 characters or less

Due Date: Please allow 3 business days before mailing date.

Featured White Paper Postings:

- Provide PDF file, or link to PDF

Due Date: Please allow 3 business days before live date.

Send Ad Materials to:

Veronica@EnergyEfficiencyMarkets.com

Phone: 508-259-8570

Tracking: Microgrid Knowledge tracks click-through and bills impressions on all advertisements through Dart for Publishers, and provides the advertiser with periodic reports.