

Creative Specifications

XING

PROFILE: global network for business professionals
TARGET GROUP: business professionals worldwide
WEBSITE: www.xing.com



GENERAL XING CREATIVE SPECIFICATIONS

CREATIVE PROCESSING TURNAROUND TIMES SLA

TURNAROUND TIME	CREATIVE TYPE
24 hours IF creative meets specs	GIF, JPEG, HTML, 3rd Party Served, JavaScript
32 hour IF creative meets specs	Flash

Linking URLs

must be domain name based and cannot be the IP address.

For Javascript, IFrame and HTML creatives a **placeholder** (e.g. click=[Adconion ClickTag]) is required to enable integration of the Adconion click tag.

Backup Image:

All flash creatives require the use of a backup image in the event a user does not have the Flash player installed.

This is simply a .gif or .jpg image that is the same dimensions as the Flash creative that may be used instead of the Flash file.

To maximize the number of internet users able to view your rich media ad, Adconion recommends saving your files as Flash 5, or the earliest possible version.

Flash Action Script:

The naming of the "clickTag" variable is case sensitive. Please define this variable as "clickTag".

HTML Creatives:

* HTML code cannot exceed 3k.

* 2 images maximum, total file size of images cannot exceed 20k.

* Client-side imagemaps are acceptable and must be provided by the client.

* CGIs referenced in the HTML code must be active at the time of ad submission for validating/testing the ad HTML code.

CGIs should be able to handle the traffic load.

Ads with CGIs which are not active and/or cannot handle the projected traffic will not be accepted.

Adconion reserves the right to reject a Creative.

Pop-unders:

* Currently not available on XING.

CONTACT US!

exklusiv@adconion.com | +49 (0)89 780 178 0



Creative Specifications

XING

SECURE PLACEMENTS (WHEN USERS ARE LOGGED IN XING):

Available ad units:

Medium Rectangle (300 x 250)
Leaderboard (728x90)
Confirmation Ad (400x400)
Wallpaper (728x90 + 160x600)

Creative Specifications:

If the advertiser provides creative files, the files will be made **secure** by Adconion.

If the advertiser provides 3rd party creatives, the 3rd party tags need to be provided in a SSL secured version (using https:// calls to the advertiser's adserver). The creative files which are served through secure tags (images, flash files etc) have to also be served from a secure location.

AD UNIT	DIMENSION	FRAME RATE	MAX LENGTH	FLASH VERSION	SERVED GIF/JPEG (3rd Party Redirect)	SERVED SWF (3rd Party Redirect)	AUDIO	VIDEO
Medium Rectangle	300 x 250	18-21 fps	30 Secs	8*	40k	40k	YES**	YES**
Leaderboard	728 x 90	18-21 fps	30 Secs	8*	40k	40k	YES**	YES**
Confirmation Ad	400 x 400	18-21 fps	30 Secs	8*	40k	40k	YES**	YES**
Wallpaper	728x90 + 160x600	18-21 fps	30 Secs	8*	40k	40k	YES**	YES**

* FLASH VERSION

- Recommended to publish creative for Flash 8 and up
- For all flash creatives an alternative GIF or JPEG is needed

** AUDIO / VIDEO

- If audio is used, creative must include a mute button or audio on/off toggle button.
- All audio must be click-initiated by the user.
- Video duration: 30 seconds max., Pause/Play button required.

Animation length should be max 30 seconds. Looping/re-plays must be user-initiated after initial 30 second animation. Click-through landing page must open in a new browser window.

Please Note:

Any element NOT meeting spec will be returned for revision, which may delay the expected live date.

Creatives that should start on a Monday morning must be received by the end of the business day the previous Thursday.

CONTACT US!

exklusiv@adconion.com | +49 (0)89 780 178 0



Creative Specifications

XING

NON-SECURE PLACEMENTS (WHEN USERS ARE ON THE LOGOUT PAGE)

Available ad units:

Medium Rectangle 300 x 250

Leaderboard 728 x 90

Pre-Expanded (650 x 346)

Creative Specifications:

AD UNIT	DIMENSION	FRAME RATE	MAX LENGTH	FLASH VERSION	SERVED GIF/JPEG (3rd Party Redirect)	SERVED SWF (3rd Party Redirect)	AUDIO	VIDEO
Medium Rectangle	300 x 250	18-21 fps	30 Secs	8*	40k	40k	YES**	YES**
Leaderboard	728 x 90	18-21 fps	30 Secs	8*	40k	40k	YES**	YES**
Pre-Expanded	650 x 346	18-21 fps	30 Secs	8*	40k	40k		

* FLASH VERSION

- Recommended to publish creative for Flash 8 and up
- For all flash creatives an alternative GIF or JPEG is needed

** AUDIO / VIDEO

- If audio is used, creative must include a mute button or audio on/off toggle button.
- All audio must be click-initiated by the user.
- Video duration: 30 seconds max., Pause/Play button required.

Animation length should be max 30 seconds. Looping/re-plays must be user-initiated after initial 30 second animation. Click-through landing page must open in a new browser window.

Please Note:

Any element NOT meeting spec will be returned for revision, which may delay the expected live date.

Creatives that should start on a Monday morning must be received by the end of the business day the previous Thursday.

CONTACT US!

exklusiv@adconion.com | +49 (0)89 780 178 0



Creative Specifications

XING

GENERAL EXPANDABLE CREATIVE SPECIFICATIONS ON XING

Creative Processing Turnaround Time: Creative has to be received by Adconion at least 5 working days before planned launch date.

Panels may only expand upon a user's mouse-over or click.

If audio is used, creative must include a mute button or audio on/off toggle button.

All audio must be click-initiated by the user.

Click-through landing page must open into a new browser window.

Must have control = "Close X" if creative covers content area.

Video duration: 30 seconds max., Pause/Play button required.

Rich Flash Files Size: up to 100 k.

Content compliance and restriction apply.

For details contact Account Manager.

All Flash creative submissions should have an accompanying default graphic.

AVAILABLE AD UNITS	PLACEMENT	FILE SIZE	PANEL EXPANSION DIRECTIONS
300 x 250	Logout page, non-secure area	initial 40 k, expanded 100 k	Maximal Size of expanded area: 984x480
			Right: up to 342 pixel
			Left: up to 342pixel
			Up: up to 48 pixel
			Down: up to 182 Pixel

GENERAL LAYER/FLOATING CREATIVE SPECIFICATIONS ON XING

Creative Processing Turnaround Time: Creative has to be received by Adconion at least 5 working days before planned launch date.

Close Button: should be marked with „X“and the word „close“ or „schliessen“ next to it. A Java Script function shall be called by click on the Close Button, so we can hide the elements of the page.

Max. Size: 100k.

Animation time: 30s, no autolooping.

The ad should be labeled with „ Advertisement“ or „Anzeige“ (“Werbung”).

If audio is used, creative must include a mute button or audio on/off toggle button.

All audio must be click-initiated by the user.

Click-through landing page must open into a new browser window.

If Adconion hosts the layer/floating Creative, the Client has to provide all the Creative Files including Scripts containing all specific functionality.

If the Client can't provide a 3rd party tag or a fully working layer/floating Creative, Adconion Creative Services can build the Creative (please contact the Account Manager for a separate Offer).

CONTACT US!

exklusiv@adconion.com | +49 (0)89 780 178 0

