

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

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SECURE PLACEMENTS (WHEN USERS ARE LOGGED IN XING):

Available ad units:

300 x 250, 120x600, 468x60, 728x90

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 | AMG SERVED GIF/JPEG | AMG SERVED SWF | 3RD PARTY SERVED GIF/JPEG | 3RD PARTY SERVED SWF | AUDIO | VIDEO |
|------------------|-----------|------------|------------|---------------|---------------------|----------------|---------------------------|----------------------|-------|-------|
| Medium Rectangle | 300 x 250 | 18-21 fps | 30 Secs | 8* | 40k | 40k | 40k | 40k | YES** | YES** |
| Skyscraper | 120x600 | 18-21 fps | 30 Secs | 8* | 40k | 40k | 40k | 40k | YES** | YES** |
| Full Banner | 468x60 | 18-21 fps | 30 Secs | 8* | 40k | 40k | 40k | 40k | YES** | YES** |
| Leaderboard | 728x90 | 18-21 fps | 30 Secs | 8* | 40k | 40k | 40k | 40k | YES** | YES** |

* Recommended to publish creative for Flash 8 and up

**Animation length should be max 30 seconds. Looping/re-plays must be user-initiated after initial 30 second animation.

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 in a new browser window.

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

All Flash creative submissions should have an accompanying default graphic.

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.

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Creative Specifications

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

Available ad units:

300 x 250, 728 x 90

Creative Specifications:

| AD UNIT | DIMENSION | FRAME RATE | MAX LENGTH | FLASH VERSION | AMG SERVED GIF/JPEG | AMG SERVED SWF | 3RD PARTY SERVED GIF/JPEG | 3RD PARTY SERVED SWF | AUDIO | VIDEO |
|------------------|-----------|------------|------------|---------------|---------------------|----------------|---------------------------|----------------------|-------|-------|
| Medium Rectangle | 300 x 250 | 18-21 fps | 30 Secs | 8* | 40k | 40k | 40k | 40k | YES** | YES** |
| Leaderboard | 728 x 90 | 18-21 fps | 30 Secs | 8* | 40k | 40k | 40k | 40k | YES** | YES** |

* Recommended to publish creative for Flash 8 and up

**Animation length should be max 30 seconds. Looping/re-plays must be user-initiated after initial 30 second animation.

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 in a new browser window.

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

All Flash creative submissions should have an accompanying default graphic.

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.

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Creative Specifications

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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: 650x346 |
| | | | Right: up to 175 pixel |
| | | | Left: up to 175 pixel |
| | | | Up: up to 48 pixel |
| | | | Down: up to 48 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.

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).

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