



## **Online Advertising Specifications**

### **Website Banner Ads pg. 2 - 3**

Here you will discover the different banner ads that are available thru OldHouseOnline.com. There will be visual examples along with rules and guidelines for banner ad creation.

### **Websites pg. 4**

This section will show you the websites we offer ad space on. They include OldHouseOnline.com and MyOldHouseOnline.com. Visual examples of ad placement and website layout are provided.

### **Products and Services Directory Listings pg. 5 - 6**

OldHouseOnline.com has an extensive Products and Services Directory for companies offering services to Old-House enthusiasts. Rules and guidelines along with visual examples are provided.

### **Email Newsletters pg. 7 - 8**

We offer 2 different email services. Banner ads in our bi-weekly newsletter or create a dedicated custom email to be sent out to our OldHouseOnline.com mailing list.

### **Contests and Giveaways pg. 9**

OldHouseOnline.com has the ability to host contests and giveaways. Simply work with us to conceptualize and create a great contest or giveaway. This service will increase your market exposure to our audience. OldHouseOnline.com also has the ability to collect valuable marketing information from contest participants.

# Website Banner Ads

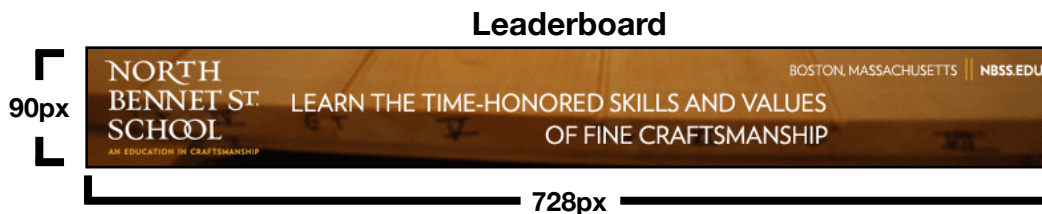
## Available Web Banner Ad Formats

The Old-House websites and newsletters support two banner ad formats:

- **Leaderboard:** 728 x 90 px
- **Skyscraper:** 160 x 600 px

Banner ads can appear in multiple locations depending on your advertising plan. These locations include: OldHouseOnline.com, MyOldHouseOnline.com or OldHouseOnline.com Savvy Bi-Weekly Newsletter.

Below are visual examples of banner ads and a list of rules and guidelines one should follow when designing a banner ad to be placed in an Old-House website or newsletter. We have an ad design service as well.



## Ad Rules and Guidelines

- **Animation:** Cannot exceed 8 seconds in length. May not loop more than 3 times.
- **File Size Limit:** 40kb (image files only, no html "form")
- **Image File Types:** GIF, JPEG, or SWF (for Flash specs, see next page)
- **Alt Text:** 30 characters or less.
- **Additional Information:** Banner cannot mislead the viewer. They may not resemble or mimic Windows/Macintosh/Unix dialogue boxes, error messages, or the like.
- **Additional Information:** All advertising content must be clearly differentiated from editorial content. Publisher reserves the right to reject any advertising submitted.

**See Next Page for Flash Ad Rules and Guidelines**

# Website Banner Ads

## Flash Asset Package

- Include both optimized SWF and FLA file.
- List of fonts used in Flash banner.
- Provide an alternate GIF or JPG incase viewer's browser does not support Flash.

## Flash Design Rules and Guide Lines

- Animation cannot exceed 30 seconds in length. May not loop more that 3 times.
- All banner actions (i.e. audio, expansion, launching new browser windows, video, etc.) must be initiated by the user.
- Advanced Flash banners that expand and do other advanced operations are subject to additional review and approval.
- Window close functionality must be clearly visible and accessible.

## Flash Techincal Rules and Guide Lines

- Highly recommended that you provide your own click tracking.
- Click-through functions must use the "Get URL" command.
- Movie and audio loads start when user presses button not when ad loads.
- Hardcoded URLs are not allowed to be passed via the "Get Url" action.
- Third party served Flash ads must be have a wmode set to "transparent" in their object/embed code.
- Invisible buttons must be placed on the topmost layer of the file. Buttons placed on the layers below the invisible buttons will not display and will not respond to mouse interaction.
- No 2 buttons should overlap.
- The flash frame rate must be less than 18 frames per second; 12 frames per second is preferred.

## Expanding Ad Guidelines

- Expanding ads are subject to frequency capping
- Must have a prominent "CLOSE X" button in the upper right hand corner.
- Expanding ads may only be viewed on certain browsers and operating platforms.
- User initiated ad units expand beyond standard size on mouse-over and must include language to indicate roll over functionality (such as "roll over to learn more" or "roll over to expand"). Non user-initiated expanding ads are accepted on a case-by-case basis.
- Expanded portion MUST automatically close when the user's cursor moves off the ad.
- Expanding Rectangles and/or Expanding half page ads can only expand to the left, and cannot expand to a width more than twice the size of the original units.
- Expanding Leaderboards can only expand to the bottom, and cannot exceed more than 300 pixels in depth.

# Websites

## OldHouseOnline.com

OldHouseOnline.com is our main website for the Old-House magazine brands (Old-House Journal, Old-House Interiors, Early Homes and New Old-House). It supports the following ad dimensions:

- **Leaderboard:** 728 x 90 px
- **Skyscraper:** 160 x 600 px

The screenshot shows the homepage of OldHouseOnline.com. At the top, there is a red Leaderboard ad. Below it is the site's logo and navigation menu. The main content area features a featured article titled "from rustic cottage to arts & crafts beauty" with a photo of a living room. To the right of the main content is a vertical red Skyscraper ad.

## MyOldHouseOnline.com

MyOldHouseOnline.com is our community forum website for the Old-House brands (Old-House Journal, Old-House Interiors, Early Homes and New Old-House). It supports the following ad dimensions:

- **Leaderboard:** 728 x 90 px
- **Skyscraper:** 160 x 600 px

The screenshot shows the homepage of MyOldHouseOnline.com. At the top, there is a red Leaderboard ad. Below it is the site's logo and a navigation menu. The main content area features a forum post titled "Name Serious Eye Candy" with a photo of a house. To the right of the main content is a vertical red Skyscraper ad.

# Products and Services Directory Listings

## Products and Services Directory Listings

OldHouseOnline.com's "Products & Services Directory" displays a list of companies that provide products and/or services in the interest of old home owners. These companies are organized into categories depending on the company's craft. Each company has a listing consisting of a preview image and short text, and an actual page with text, images, and other multimedia. Visual examples are below and on the next page.

## Category Sponsorship

They are at the top of a category page and their preview consists of:

- **Image:** 150 x 150px
- **Text:** 50 words of text



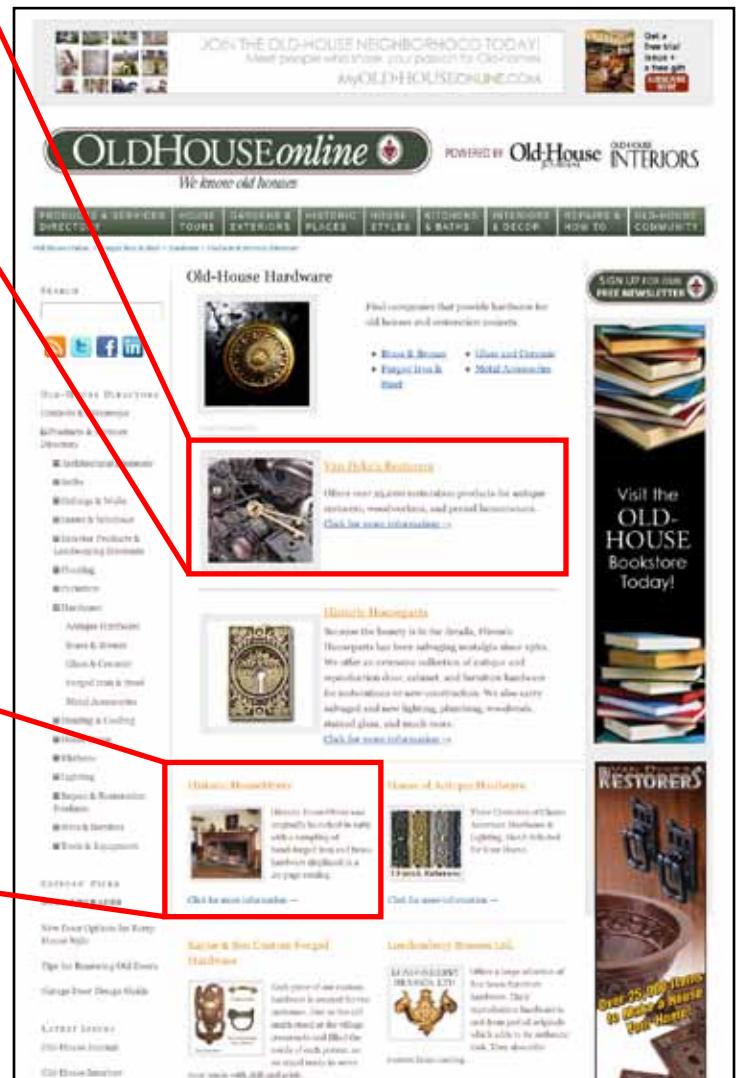
## Enhanced Listing

These listings follow the category sponsorships and are arranged in alphabetical order. Their preview consists of:

- **Image:** 100 x 100px
- **Text:** 25 words of text



## Products and Services Directory



See Next Page for the Page Section of "Products and Services Directory Listings."

# Products and Services Directory Listings

## Listing Page Rules and Guidelines

- Up to 20 MB of advertiser-supplied marketing materials (i.e. videos, photos, brochures, etc.)
- Image dimensions: can be 550px wide or less. Up to 5 images may be submitted.
- Image file size limit: 50kb
- Up to 500 words about your company.
- Provide company logo.
- Provide company address, phone and fax numbers
- Up to 5 links to company's website and email contact
- Videos are uploaded to YouTube then embedded in page:
  - YouTube Videos can be:
    - High Definition
    - Up to 2 GB in size
    - Up to 15 minutes in length.
    - A wide variety of formats

## Products and Services Directory Listing Page Example

The screenshot displays a directory listing on the OldHouseonline website. At the top, there is a banner for 'JOIN THE OLDHOUSE NEIGHBORHOOD TODAY!' with a 'Get a Free Old House e-Book' offer. Below this is the 'OLDHOUSEonline' logo with the tagline 'We love old houses' and 'POWERED BY OldHouse INTERIORS'. A navigation menu includes categories like 'PRODUCTS & SERVICES', 'HOUSE TOURS', 'GARDENS & PATIOS', 'WINE & SPIRITS', 'WHEELS & TRUCKS', 'RECORDS & MUSIC', 'INTERIORS & DECOR', 'REPAIRS & MAINT', and 'OLDHOUSE COMMUNITY'. The main listing is for 'The Reggio Register Co.' (0901), featuring their logo, contact information (Phone: (508) 836-3900, Address: 21 Brook Rd., Lanesboro, MA 01453-0901, Email: reggio@reggioregister.com, Website: www.reggioregister.com), and a description of their products. The description states: 'There have been requests for quality grilles and registers for heated air and high velocity systems. All our metal registers & grilles are individually cast to be at least 3/16" thick and will last a lifetime. Found in fine homes, historical landmarks and commercial properties throughout America, we stock historically appropriate as well as contemporary designs.' The listing includes images of 'Square' and 'Scroll' grilles, and a section for 'High Velocity Grilles'. On the right side, there is a 'SIGN UP FOR OUR FREE NEWSLETTER' button and a vertical banner for 'Visit the OLD-HOUSE Bookstore Today!' with 'Visit Old House RESTORERS' below it. A left sidebar contains a search bar and a list of product categories such as 'Cabinets & Islands', 'Fireplace & Stoves', 'Lighting', etc.



## Old-House Savvy Bi-Weekly Newsletter

The Old-House Savvy Bi-Weekly Newsletter highlights articles from Old-House magazines (Old-House Journal, Old-House Interiors, Early Homes and New Old-House).

This newsletter offers the following ad banner formats:


- **Leaderboard:** 728 x 90 px
- **Skyscraper:** 160 x 600 px

## Leaderboard

Tips for Gorgeous Walls & Ceilings | November 9, 2010

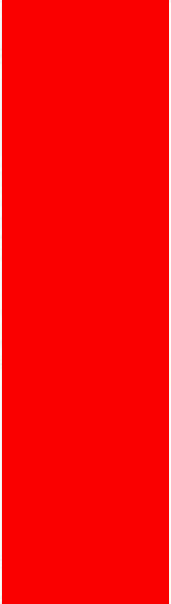
When it comes to decorating walls and ceilings, the past offers endless inspiration! No bland white walls here... from historical paint colors to pressed tin, period-revival wallpapers to stenciled beams or even a hand-painted mural, you have options—no matter what your budget or the style of your house. Check out the photos and tips assembled here.




Patricia Poore, Editor-in-Chief, Old-House Interiors

[Get a free trial issue + a free gift](#)  
**SUBSCRIBE NOW!**


### Skyscraper



**Stay Connected with Old-House Online**  


#### [Ideas for Decorative Ceilings](#)


Growing up in a typical American house would lead one to ignore the ceiling as a decorating opportunity. There it is, flat drywall painted (what else?) 'Ceiling White.' What a shame! Throughout decorating history (even in American residences), the ceiling was embellished with color, striping, cast plaster ornaments, corner fans, borders, specialty papers, and murals. It has been made of plaster or boards, and clad in beadboard, coffers, mosaics, and metal.



[Read More >>](#)

#### [A Guide to 20th-Century Wallpaper](#)


By 1920, the subdued browns and dark reds of Victorian era wallpaper had been swept away on a wave of pastels, florals, and stripes. Homeowners were eager to perk up Victorian-gloomy or blank-as-a-slate walls with fresh new wallcoverings—especially since an entire room could be papered for pennies.



[Read More >>](#)

#### [How to Uncover Historic Paint Colors](#)

Choosing paint colors is usually one of the first projects that new owners of both contemporary and older homes tackle. While for the former, the process may be as simple as strolling into a paint store and picking up a few chips in their favorite colors, the proposition becomes more complicated for owners of historic homes, who often want to determine the original finishes of their houses.




[Read More >>](#)

#### [Expert Advice](#)

[How to coordinate paint and wallpaper](#)  
[Help with ceiling problems](#)  
[6 tips for surviving a wallpaper project](#)

#### [Announcements](#)

Bring your collectibles or grandma's stuff to [Old-House Live](#) and discover if they are "Junk or Gems!"  
December/January [Old-House Journal](#) is now on newsstands!



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# Email Newsletters

## Dedicated Custom Emails

- Only text, JPG and GIF images are allowed
- All email HTML must be table-based layout; using CSS only to control text and color
- There is a 800 pixel maximum width (600 - 800 pixels are recommended widths)
- Up to 300k maximum file size (including all images and html files)
- Flash, Rich Media, Image Maps and JavaScript are not available in email products
- Subject lines should be provided by advertisers and made as enticing as possible. The should be no more the 12 words or 150 characters.
- Links to PDF, Word docs or other non-traditional “web-page” links must be clearly labeled
- Text versions should be no more than 10k and may not include any images files
- An email that is entirely a linked image is NOT recommended , there is a good chance of it getting blocked by email providers. An HTML email should be a combination of text and images with a call-to-action within the text
- Full image paths in the code must be used  
(e.i. <http://www.dodomain.com/images/graphic1.jpg>)
- We will provide an email test to confirm with the advertiser before actual mail is sent.

Sample Dedicated Email



Sample Dedicated Email



# Contests and Giveaways

## Contests and Giveaways

OldHouseOnline.com has the ability to host contests and giveaways. Simply work with us to conceptualize and create a great contest or giveaway. This service will increase your market exposure to our audience. OldHouseOnline.com also has the ability to collect valuable marketing information from contest participants.

Each contest or giveaway consists of a preview image and text, and an actual page with text, images and other multimedia. Visual examples and more specific rules and guidelines are below.

### Contests and Giveaways Listing Page



### Contest or Giveaway Page



#### Free Advertising For Your Blog



We're offering 10,000 free banner ad impressions to 5 lucky bloggers for a month. That's 10,000 impressions per blog, no strings attached. Winners will be chosen based on relevance, design, and writing quality. Do you write about retro recipes? Vintage collectibles? Your passion for Eames? We'd love to share your blog with the old-house world.

[Click for more information →](#)

## Preview Content

List of materials for preview content.

- **Image:** 100 x 100px
- **Text:** 40-60 words of text

## Page Content

Please refer to "Products and Services Directory Listing Page" for rules and guidelines on page 6.