

Ad Specifications:

Caring.com Ad Specifications	Leaderboard (728x90)	Upper Medium Rectangle (300x250)	Lower Medium Rectangle (300x250 or 300x400)
Ad Server	DoubleClick DFP	DoubleClick DFP	DoubleClick DFP
Animated gif/jpg	Yes	Yes	Yes
Flash	Yes	Yes	Yes
Video	Yes	Yes	Yes
Third Party Tags	Yes	Yes	Yes
Max File Size	39k	39k	39k
Max Rotations of Animation	3 loops	3 loops	3 loops
Expandable Size	728x 440	500x250 (expands left)	No

- 30-second maximum animation for all creative
- Creative must open in a new browser window
- No changes to ad dimensions

Flash Specifications:

- 3 loop maximum animation in Flash ads
- All sound and video must be user-generated
- Should be a minimum of Flash Version 7
- Preferred frame rate of 15 frames per second

clickTAG Coding Instructions:

All Flash creative must have an action script embedded in the code that allows DoubleClick to insert the URL and track the clicks upon that ad. In order to do this, the following script must be coded into the Flash ad in the areas that will be clickable:

For a Single Click Creative:

```
on (release)
{
  getURL(_level0.clickTAG, "_blank");
}
```

For a Multiple Click Creative:

First clickable area:	Second clickable area:	Third clickable area:
<pre>on (release) { getURL(_level0.clickTAG0, "_blank"); }</pre>	<pre>on (release) { getURL(_level0.clickTAG1, "_blank"); }</pre>	<pre>on (release) { getURL(_level0.clickTAG2, "_blank"); }</pre>

This can continue for as many clickable areas as you need. The URL's must be provided for each clickable area in a manner that enables the trafficking team to ensure that each area clicks to the right URL.

DO NOT EMBED THE URL IN THE FLASH CODE. This will make the ad non-functional within the DoubleClick Ad Server.

Video Specifications:

Please send video assets to Caring.com no later than 1 week before desired video campaign start date.

- **Embedded video must be third-party served**
- **Pixel Size:** 300x250 or 300x400
- **Format of Video Asset:** Unmuxed* (AVI, MPEG, MOV, WMV, and FLV**)
- **Audio/Video Initiation:** User-initiated audio by click ONLY. Clearly visible start/stop audio and visual controls
- **Audio/Video Length:** Videos should not exceed 30 seconds (Pharma clients ONLY may have up to 60 seconds to support disclaimers required by law)
- **Animation Length:** No animation allowed
- **3rd Party Tracking:** Allowed
- **Video Guidelines:**
 - Scanned Mode (Progressive)
 - Compression: 30fps (29.97fps)
 - Backup GIF or JPEG: For serving into browsers that do not have Flash Player
 - SWFs (or some type of comp file/storyboard) file(s) – To show us what the ad is supposed to do.
- **Click Thru Window:** New Window
- **Click Thru URL:** Client must provide
- **Custom Specs:** Permission for host-initiated audio and extended video or audio lengths beyond specifications require policy exceptions

*unmuxed = Dual tracks, one for video, one for audio so that it can be edited separately if necessary

**Please note that we cannot re-size or re-encode FLV files

Expandable Ad Units:

All expandable ad units must be third-party served.

- User-initiated ONLY
 - No automatic expansion - Expansion must occur on mouseover and retract upon mouseout
 - Clearly visible start/stop audio and visual controls
 - Prominent Close button required in upper right corner of ad
 - 11 point font is recommended with the verbage "Close X"
 - Audio/Video permitted – user-generated
 - Maximum frame rate of 25 fps
 - Interactive ads should auto-close after 7 seconds
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Sponsorship Specifications:

All sponsorships will be comprised of the following ad units:

Caring.com Ad Specifications	120x60	728x90	300x250	300x250 – Lower	Text Unit
Ad Server	DoubleClick DFP	DoubleClick DFP	DoubleClick DFP	DoubleClick DFP	DoubleClick DFP
Animated gif/jpg	No	Yes	Yes	Yes	No
Flash	No	Yes	Yes	Yes	No
3rd Party Serving	Yes	Yes	Yes	Yes	Yes – click tracking only
Maximum File Size	15k	39k	39k	39k	15k
Maximum Rotations	0	3	3	3	0
Expandable Size	No expansion	728x440	500x250	500x250	No expansion
Character Count	n/a	n/a	n/a	n/a	30 (incl. spaces)
Accompanying Image Size	n/a	n/a	n/a	n/a	255x149
Additional Comments	No animation			Unique from upper placement	Requires description

Other Requirements

- Sponsorships include all placements listed unless otherwise discussed prior to launch.
- Caring.com can build a custom unit in a variety of styles, or use creatives provided by the advertiser. Custom-built units require at least TWO weeks lead-time.
- Text copy should be 2 short sentences or 1 long sentence describing the subject line.

Placement Descriptions

- 120x60 logo is labeled with “This Page Sponsored By:” This text cannot be altered.
- The 728x90 and upper 300x250 placements are standard branding ads, while the lower 300x250 is a more integrated content unit.

Newsletter Sponsorship:

Caring.com offers the following newsletters for sponsorship:

Newsletter	Day of Send
Memory Concerns	Tuesday
Parkinson's Disease	Tuesday
General Health	Tuesday
Paying for Care	Wednesday
Cancer	Wednesday
Relationships	Thursday
Heart & Stroke	Thursday
Caregiver Wellness	Friday
End of Life	Sunday

Specifications for the Newsletter are as follows:

Caring.com Ad Specifications	728x90
Ad Server	DoubleClick DFP
Format Accepted	Static gif/jpg ONLY
Animated gif/jpg	Not Accepted
Flash	Not Accepted
Third Party Tags	Not Accepted
Maximum File Size	39k