

## Ad Specifications

### Creative Guidelines

The following guidelines must be met when advertising on WWE.com;

- WWE.com does not allow advertising for Adult Content, Tobacco Products or Offline Gambling
- Ads must not contain adware/spyware, activeX, exit pops or viruses
- Ads should not include vulgarity, hate, dismemberment or sexually explicit content
- Ads should not have messaging designed to mislead users into going to a site that is unrelated to content of the ad
- Ads should not resemble system dialogue boxes, error messages, etc.
- All ads must open a new browser window when clicked
- WWE.com reserves the right to reject or discontinue, for any reason, any advertising for any product or service.
- WWE.com reserves the right to make changes and/or exceptions to these guidelines at any time.

### Large Rectangle



**Dimensions:** 300 x 250

**Max File Size:** Standard Image = 20K, Rich Media = 40K

**Animation:** 15 second max

**Audio:** User-Initiated Only

**3<sup>rd</sup> Party Ad Serving Allowed:** Yes

**Rich Media Capabilities:** [Polite Download](#), [Expandable](#), [Inbanner Video](#), [Floating](#)  
**Frequency Capping:** N/A

### Leaderboard



**Dimensions:** 728 x 90

**Max File Size:** Standard Image = 20K, Rich Media = 40K

**Animation:** 15 second max

**Audio:** User-Initiated Only

**3<sup>rd</sup> Party Ad Serving Allowed:** Yes

**Rich Media Capabilities:** [Polite Download](#), [Expandable](#), [Inbanner Video](#), [Floating](#)  
**Frequency Capping:** N/A

## Skyscraper



**Dimensions:** 160 x 600

**Max File Size:** Standard Image = 20K, Rich Media = 40K

**Animation:** 15 second max

**Audio:** User-Initiated Only

**3<sup>rd</sup> Party Ad Serving Allowed:** Yes

**Rich Media Capabilities:** [Polite Download](#), [Expandable](#), [Inbanner Video](#), [Floating](#)

**Frequency Capping:** N/A

## Medium Rectangle



**Dimensions:** 180 x 150

**Max File Size:** Standard Image = 20K, Rich Media = 40K

**Animation:** 15 second max

**Audio:** User-Initiated Only

**3<sup>rd</sup> Party Ad Serving Allowed:** Yes

**Rich Media Capabilities:** [Polite Download](#), [Expandable](#), [Inbanner Video](#), [Floating](#)

**Frequency Capping:** N/A

## Breadcrumb (Available on the WWE.com homepage only)



**Dimensions:** 166 x 32

**Max File Size:** Standard Image = 7K, Rich Media = 15K

**Animation:** 15 second max

**Audio:** N/A

**3<sup>rd</sup> Party Ad Serving Allowed:** Yes

**Rich Media Capabilities:** [Inbanner only](#)

**Frequency Capping:** N/A

## Poll Sponsorship



**Dimensions:** 150 x 61

**Max File Size:** Standard Image = 10K, Rich Media = 15K

**Animation:** 15 second max

**Audio:** N/A

**3<sup>rd</sup> Party Ad Serving Allowed:** Yes

**Rich Media Capabilities:** Inbanner only

**Frequency Capping:** N/A

## Transitional Ad



**Dimensions:** 550 x 325

**Max File Size:** Standard Image = 30K, Rich Media = 40K

**Animation:** 15 second max; 2 sec pause on final frame

**Audio:** User-Initiated Only

**3<sup>rd</sup> Party Ad Serving Allowed:** Yes

**Rich Media Capabilities:** Interstitial

**Frequency Capping:** 1 per user/day

## Skin



**Dimensions:** 255 x 800 (per side)

**Max File Size:** Standard Image = 30K, Rich Media = N/A

**Animation:** N/A

**Audio:** N/A

**3<sup>rd</sup> Party Ad Serving Allowed:** No

**Rich Media Capabilities:** N/A

**Frequency Capping:** N/A

**Creative Guidelines:** Skin should be graphic only, no copy

## Synched Instream Video



**Dimensions:** 300 x 250

**Max File Size:** Standard Image = 20K, Rich Media = 40K

**Animation:** 15 second max

**Audio:** N/A

**3<sup>rd</sup> Party Ad Serving Allowed:** Yes

**Rich Media Capabilities:** Inbanner Only

**Frequency Capping:** N/A

**Video Format:** Windows Media only (.wmv)

**Max File Size:** 2.2MB

**Length:** 15 or 30 seconds

**Audio:** Host-initiated

**3<sup>rd</sup> Party Ad Serving Allowed:** No

## Newsletter Sponsorship



**Dimensions:** 160 x 600

**Max File Size:** Standard Image = 30K (jpg only)

**Animation:** N/A

**Audio:** N/A

**3<sup>rd</sup> Party Ad Serving Allowed:** No

**Rich Media Capabilities:** N/A

**Frequency Capping:** N/A

## Rich Media Specifications

### Polite Download

- Polite technology allows for additional data to be downloaded to the ad after content has finished loading. Polite ads can include such features as dynamic data, data collection, interactive games, and others.

**Dimensions:** Available in all UAP sizes (728x90, 160x600, 300x250 & 180x150)

**Max File Size:** Alt. Image = 20K, Initial Load = 40K, Total = 100K

**Animation:** 15 second max

**Audio:** User-initiated only

**3<sup>rd</sup> Party Ad Serving Allowed:** Approved Rich Media Vendors only

**Frequency Capping:** N/A

**Other:** If utilizing data collection, ad must clearly state who the company is, the purpose for collecting data and a link to your privacy policy

## Floating Ads

- Floating ads move across the page on a transparent layer, drawing attention to the related in-page ad unit. Once the animation is complete, the ad should resolve into an in-page unit.

**Dimensions:** 300x300 (90,000 total pixels). Floating component should resolve into a 728x90, 160x600, 300x250 or 180x150 unit.

**Max File Size:** 40K for the floating

**Animation:** 8 second max

**Audio:** Auto-initiated only

**3<sup>rd</sup> Party Ad Serving Allowed:** Approved Rich Media Vendors only

**Frequency Capping:** 1 per user/session

**Other:** Ad must be an organic shape and cannot be square or rectangle with hard borders

## Inbanner Video

- Allows advertisers the opportunity to engage users with host-initiated video banners.

**Dimensions:** Available in all UAP sizes (728x90, 160x600, 300x250 & 180x150)

**Max Video File Size:** Broadband Users = 2.2MB, Narrowband Users = 500K (vendor must detect bandwidth)

**Video Length:** 30 second max (may be host or user-initiated)

**Audio:** User-initiated only

**3<sup>rd</sup> Party Ad Serving Allowed:** Approved Rich Media Vendors only

**Frequency Capping:** N/A

**Other:** Ad must contain visible media controls (e.g. Play, Pause, Stop, Mute, etc)

## Expandable Ads

- Ad expands beyond its original size upon user-interaction (click or mouse-over) to create additional real estate for the advertiser.

**Dimensions:** See table below

**Max File Size:** Initial file = 30k, Total file size = 100k

**Animation:** 15 second max (must have close button)

**Audio:** User-initiated

**3<sup>rd</sup> Party Ad Serving Allowed:** Approved Rich Media Vendors Only

**Frequency Capping:** N/A

**Other:** Method for expanding/closing creative must be the same, either click or mouse-over for both

Banner Size	Max Expanded Size	Max # of Panels	Panel Expansion Direction
728x90	728x270	4	Down
160x600	460x600	4	Left
180x150	300x250	4	Right/Up
300x250	500x300	4	Left/Up

## Flash Coding Guidelines:

In addition to the standard ad specs (i.e. file size, animation, etc) all Flash ads must adhere to the specific coding guidelines noted below;

- Flash versions 5, 6, 7 & 8 supported (ads published as Flash 8 must function correctly in Flash 6 and higher)
- Frame rate = 18 fps max (12 fps preferred)
- Flash ads can contain animation upon mouse-over as long as it stops with mouse-off
- Macromedia recommended "clickTag" method to track clicks for flash ads must be used. This method uses variables to pass the click tracking string and URL into the Flash creative movies. As a result, the only text in the URL box is `_level0.clickTag`. Be careful of the capitalization on `clickTag`. The `_level0.` (underscore level zero period) is included to ensure Flash can properly locate the variable. It should appear as follows;

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

- Per our requirements, the target window for the click through URL must be set to `"_blank"` to launch a new browser window.

## HTML Coding Guidelines:

In addition to the standard ad specs (i.e. file size, animation, etc) all HTML ads must adhere to the specific coding guidelines noted below;

- Ads must be live/active at the time of submission
- Ads should not contain nested tables, cascading style sheets, flash fragments, "mailto" tags, or divs
- Frame rate = 18 fps max (12 fps preferred)
- Do not include `<HTML>`, `<META>`, `<HEAD>`, `<TITLE>` or `<BODY>` tags
- FORM and TABLE tags should be as follows: `<FORM><TABLE> </TABLE></FORM>`
- Forms tags must use "get" in the method
- Client-side image maps only