



## WWE.com Specs and creative guidelines

### Standard Banner Ads:

<b>Specification List</b>	<b>300x250, 728x90, 160x600</b>
Format	.jpg/.gif/.swf
Animation	:15 max
In-banner Video	:30 max, visible controls, user initiated audio
Audio	User initiated
Max File Size	40k

### Expanding Banner Ads:

<b>Banner Size</b>	<b>Max Expand Size</b>	<b>Max # of Panels</b>	<b>Panel Expansion Direction</b>
160x600	460x600	4	Left
728x90	728x270	4	Down
300x250	500x250	4	Right

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

### Audio:

All audio must be user initiated by click.

All audio enabled ads must have prominently displayed audio controls (mute, unmute)

Must be encoded at a maximum volume of -12db

### Video:

Can contain auto-start video.

All video enabled ads must have prominently displayed video controls (play, pause, mute)



## Flash Coding Specifications:

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 & 9 supported (ads published as Flash 9 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");  
}
```

If the destination URL is imbedded in the .swf we will not be able to track clicks

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

For further information about flash coding, please visit the Macromedia Resource pages below.

<http://www.adobe.com/resources/richmedia/tracking>

[http://www.adobe.com/resources/richmedia/tracking/adserving\\_guide](http://www.adobe.com/resources/richmedia/tracking/adserving_guide)

[http://www.adobe.com/resources/richmedia/tracking/designers\\_guide](http://www.adobe.com/resources/richmedia/tracking/designers_guide)



## Pre-roll:

Specification List	Streaming Video	Companion Ad Unit
<b>Video Duration</b>		
<b>Minimum (secs)</b>	15	N/A
<b>Maximum (secs)</b>	30	N/A
<b>Display Dimension</b>		300x250 and 728x90
<b>4x3</b>	628x352	N/A
<b>16x9</b>	470x352	N/A
<b>Framerate</b>	30fps	18 fps
<b>Format</b>	.FLV	JPG, GIF, Flash, 3 <sup>rd</sup> Party
<b>Clickable</b>	Yes	Yes
<b>Audio</b>		
<b>Codec</b>	MP3	N/A
	48 Kbps, 22khz, stereo	N/A
<b>Tracking &amp; Serving</b>		
<b>3rd Party Tracking</b>	Yes – start, mid, complete, & click	Yes
<b>3rd Party Servable</b>	No	Yes
<b>3rd Party Max File size</b>	N/A	40k
<b>Site Served Max File size</b>	N/A	40k



**Transitional Ad:**

Max Dimensions:  
550x325

File Size:  
40k

Animation Length:  
:15 with 2 second pause on final frame

Audio:  
User initiated only

Lead Time:  
5 business days

Format:  
Approved Rich Media Vendors only or WWE created

Transitional Ad Information:

- A WWE Transition Ad can be either a video-based advertisement or a large format banner ad.
- The page will include a header with site branding, navigation and "continue to WWE.com" link.



### **Floating Ad:**

Max Dimensions:

300x300

File Size:

40k

Lead Time:

5 business days

Format:

All Floating Ad units MUST be built and served by an approved Rich Media vendor.

Floater Execution Information:

- Display for no longer than 8 seconds
- Open a new browser window
- Have a close button with an "X" graphic and the word "CLOSE" prominently displayed
- Ad must be an organic shape and cannot be square or rectangle with hard borders

Audio:

Audio enabled floating ad units are not allowed.



## Creative Guidelines:

- 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 must not include vulgarity, hate, dismemberment, sexually explicit content or illegal behavior/activities
- Ads must not have messaging designed to mislead users into going to a site that is unrelated to content of the ad
- Ads must not resemble system dialogue boxes, error messages, etc.
- Ads must not employ rapid or "strobing" animation of any graphic, copy, or background element(s)
- 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.

Please submit all assets and instructions to [adtraffic@wwe.com](mailto:adtraffic@wwe.com)

