

GUIDELINES FOR STREAMING VIDEO

Streaming Video Ad Opportunities for FREE CNN.com Video

Accepted Streaming Video Ad Delivery Formats

Aspect Ratios: 16:9 & 4:3 (4:3 to get black curtains to fit 16:9)

Size: Full Screen

Tape-Based Media (4:3 only): Any standard-definition format Betacam:

- SP
- SX
- Digital Betacam
- MPEG IMX

File-Based Media (16:9 & 4:3): Delivered on CD-R or DVD-R:

- Uncompressed QuickTime
- MPEG-2 Program or Transport Stream file
- DV file
- MXF

All files must contain a soundtrack, even if the ad is to run without sound

Any letterboxing is the responsibility of the advertiser

Delivery Address for Streaming Assets:

Rebecca Allen
AT5515C
Atrium Newsroom
CNN.com
One CNN Center
Atlanta, GA 30303
404-827-4297
rebecca.allen@turner.com

Display Ad Formats

728 x 90 Banner (GIF and Rich Media)

Consistent with **CNN.com Rich Media Ad Guidelines:**

- In-Banner Rich Media (customized Flash & vendor products)
- Branding Studies w/ Pop-Up Questionnaires (launch from 728x90)

Exceptions to CNN.com Rich Media Ad Guidelines

- No Audio, Pop-Up Ads, Pop-Unders, or Floating Ads

New streaming ad guidelines effective **June 20, 2005 with the launch of free on-demand video.**

All assets should be received ten (10) business days prior to launch for encoding, testing, approval and trafficking.

Compression

Turner will encode creative in formats and bitrates to coincide with content offerings. "Best practice" encoding is utilized; creative is encoded using a standard profile for a given format that looks best under most circumstances.

General Information

Our standard testing, recording and approval period for any rich media ad is **ten (10) business days**.

All rich media ads should be delivered in full working order, include necessary components, and be capable of being displayed on all browsers and all platforms. If the browser is incapable of showing the rich media ad, a backup animated gif should be shown instead.

Whenever possible, rich media ad code should be provided with click-through locations as parameters to allow CNN.com to apply impression goals and accurately gauge traffic and click-through performance through DoubleClick Dart Enterprise.

We reserve the right to pull and rich media ad from rotation due to technical problems.