



Online Creative Production Guidelines

2011

Last updated: 01-12-2011

Overview of Basic Ad Units Available

Leaderboard

728x90

Tower

160x600

Text Ad

290x100

Feature Box

300x50

Big Box

300x250

Big Box

300x250

2011

*All ads deployed through 24/7 Real Media.

*This page is for demonstrative purposes only

AGWEB
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728x90 Leaderboard Specs



Size: 728 x 90 Pixels expanding to 728x330 Pixels

Position on Site: Appears on all pages of site across top of page

Maximum File: 40KB on initial load expanding to 100KB

Format: jpeg, gif or flash

Expansion:

- ❖ Expansion via mouse-over hotspots or other user interaction only. Expands down only.
- ❖ Can auto expand for up to 5 seconds and return to base size.
- ❖ Audio and video must be activated by user-initiated action such as a click or mouse-over.
- ❖ All Video must be 30 seconds or less in length and housed on client server to be called for by script in the code.
- ❖ If video/audio is enabled, ad unit must contain play, pause and audio control buttons.

Tags: All tags must be sent in JavaScript format. Most commonly used third party ad servers include: DoubleClick, EyeBlaster & Pointroll. We reserve the right to refuse any tag that interferes with the functionality of our site.

Click Tag: All flash creative files (.swf) must include a clickTag for tracking purposes. This clickTag must be formatted as listed below. Please do NOT hard code your click thru URL into your flash creative files (.swf).

If the flash file version is 7 or higher:

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

Flash note: When submitting Flash creatives, it must be created in ActionScript2, not ActionScript3 and please include backup files in .gif or .jpeg format.

Material Due: 5 working days prior to deployment

Send creative units with click thru URL : traffic@AgWeb.com

Production Questions Contact : traffic@AgWeb.com

Phone Contact: 847-268-3298

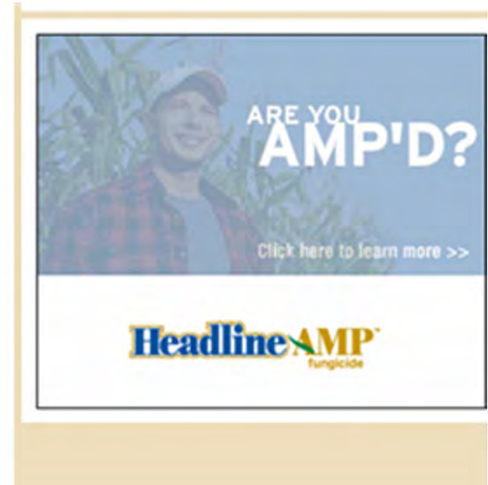
300x250 Big Box Specs

Corn College: Early
Bird Set to Expire

Corn College: 40
Spots Left in Corn
College Session

Corn College:
Consultant Session
Updated Agenda

Corn College: Bob
Utterback Makes
Special
Appearance-One
Session Only



Size: 300x250 Pixels expanding to 600x250 Pixels.

Position on Site: Appears on all pages of our site on the right hand side. Number of positions on each page determined by individual section of site.

Maximum File: 40KB on initial load expanding to 100KB

Format: jpeg, gif or flash

Expansion:

- ❖ Expansion via mouse-over hotspots or other user interaction only. Expands left only.
- ❖ Can auto expand for up to 5 seconds and return to base size.
- ❖ Audio and video must be activated by user-initiated action such as a click or mouse-over.
- ❖ All Video must be 30 seconds or less in length and housed on client server to be called for by script in the code.
- ❖ If video/audio is enabled, ad unit must contain play, pause and audio control buttons.

Tags: All tags must be sent in JavaScript format. Most commonly used third party ad servers include: DoubleClick, EyeBlaster & Pointroll. We reserve the right to refuse any tag that interferes with the functionality of our site.

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If the flash file version is 7 or higher:
on (release) {
getUrl(clickTAG,"_blank");
}

Flash note: When submitting Flash creatives, it must be created in ActionScript2, not ActionScript3 and please include backup files in .gif or .jpeg format.

Material Due: 5 working days prior to deployment

Send creative units with click thru URL: traffic@AgWeb.com

Production Questions Contact: traffic@AgWeb.com

Phone Contact: 847-268-3298

2011

160x600 Tower Specs



Size: 160x600 Pixels expanding to 300x600 Pixels.

Position on Site: Appears on pages of site to the left of content.

Number of positions on each page determined by individual section of site.

Maximum File: 40KB on initial load expanding to 100KB

Format: jpeg, gif or flash

Expansion:

- ❖ Expansion via mouse-over hotspots or other user interaction only. Expands right only.
- ❖ Can auto expand for up to 5 seconds and return to base size.
- ❖ Audio and video must be activated by user-initiated action such as a click or mouse-over.
- ❖ All Video must be 30 seconds or less in length and housed on client server to be called for by script in the code.
- ❖ If video/audio is enabled, ad unit must contain play, pause and audio control buttons.

Tags: All tags must be sent in JavaScript format. Most commonly used third party ad servers include: DoubleClick, EyeBlaster & Pointroll. We reserve the right to refuse any tag that interferes with the functionality of our site.

Click Tag: All flash creative files (.swf) must include a clickTag for tracking purposes. This clickTag must be formatted as listed below. Please do NOT hard code your click thru URL into your flash creative files (.swf).

If the flash file version is 7 or higher:

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

Flash note: When submitting Flash creatives, it must be created in ActionScript2, not ActionScript3 and please include backup files in .gif or .jpeg format.

Material Due: 5 working days prior to deployment

Send creative units with click thru URL: traffic@AgWeb.com

Production Questions Contact: traffic@AgWeb.com

Phone Contact: 847-268-3298

300x50 Feature Box



Size: 300 x 50 Pixels

Position on Site: Appears on pages of site to the left of content. Number of positions on each page determined by individual section of site.

Maximum File: 40KB

Format: jpeg, gif or flash

Expansion: No expansion, audio or video allowed.

Tags: All tags must be sent in JavaScript format. Most commonly used third party ad servers include: DoubleClick, EyeBlaster & Pointroll. We reserve the right to refuse any tag that interferes with the functionality of our site.

Click Tag: All flash creative files (.swf) must include a clickTag for tracking purposes. This clickTag must be formatted as listed below. Please do NOT hard code your click thru URL into your flash creative files (.swf).

```
If the flash file version is 7 or higher:  
on (release) {  
    getURL(clickTAG,"_blank");  
}
```

Flash note: When submitting Flash creatives, it must be created in ActionScript2, not ActionScript3 and please include backup files in .gif or .jpeg format..

Material Due: 5 working days prior to deployment

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290x100 Contextual Ad

COMMENTS Log In or Sign Up to comment

No comments have been posted, **be the first one to comment.**

Get breakthrough performance with Optimize® 400
Optimize® 400 with LCO Promoter Technology helps soybeans develop better roots, achieve earlier nodulation and produce overall healthier plants.

Paid Advertisement

Arctic Cat says ride it off, then write it off!
Did you know that farmers are getting double tax deductions this year? Up to \$500K in deductions! Invest in better equipment, then write it off. Arctic Cat® Prowler® HDX 700 is made for farm work.

Paid Advertisement

Size: 290 x 100 Pixels

Maximum File: N/A

Format: html text with link

Text Requirements:

•**Headline:** 50 characters

•**Body:** 200 characters

Appearance: White background with bolded title and click thru objects with black body wording. All contextual ads will be designated as advertisements as seen above.

Expansion: No expansion, audio or video allowed.

Position on Site: Contextual ads will appear as allowed on pages within the site. Position on page is determined by the individual page itself.

Material Due: 5 working days prior to deployment. This ad type, and only this ad type, can be created in house by our Traffic Manager. A mock up will be sent to the client contact for approval prior to it being set live on our site.

Send creative units with click thru URL: traffic@AgWeb.com

Production Questions Contact: traffic@AgWeb.com

Phone Contact: 847-268-3298

eNewsletter Specs

300x250 units

Size: 300x250 Pixels

Position on Site: Appears at least once in most Farm Journal eNewsletters.

Maximum File: 40KB on initial load.

Format: jpeg, gif or text

Expansion:

❖ None.

Tags: None, but 1x1 pixel tags may be supplied to monitor activity.

Material Due: 5 working days prior to deployment

Send creative units with click thru URL:

traffic@AgWeb.com

Production Questions Contact:

traffic@AgWeb.com

Phone Contact: 847-268-3298

Advertorial text units

Size: Headline: 30 characters (including spaces). Body copy: 150 characters (including spaces). May include logo (50x50 pixel maximum).

Position on Site: Appears at least once in most Farm Journal eNewsletters.

Maximum File: 40KB on initial load.

Format: jpeg, gif or text

Expansion:

❖ None.

Tags: None, but 1x1 pixel tags may be supplied to monitor activity.

Material Due: 5 working days prior to deployment

Send creative units with click thru URL:

traffic@AgWeb.com

Production Questions Contact:

traffic@AgWeb.com

Phone Contact: 847-268-3298

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TODAY'S TOP STORIES

Private Equity Eyes Agriculture
Commodity prices make farmland sparkle to investors.

Cattle Theft Prevention Tips
With higher cattle prices, thieves may be more tempted than ever to take your cattle or other property.

Despite High Feed Prices, U.S. Milk Production Rises
Slightly higher dairy cow numbers and increased output per cow are helping support milk production.

Crop Comments
"Another wet-looking week," says an Illinois farmer.

WEED WARRIORS

Let Farm Journal Media prepare you for the battle against weeds.

Click here to learn how

Brought to you by **Capreno**

TODAY'S MARKET CLOSE

CHECK THE MARKETS

Corn	Feeder Cattle
Soybeans	Live Cattle
Wheat	Lean Hogs
Cotton	Milk

Listen to midday and closing market comments from Mark Gold of Top Third Ag Marketing.

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Hosted by veteran broadcaster **Al Pell**

Get up-to-the-minute, accurate market information each trading day.

- 9:00 a.m.
- 11:00 a.m.
- 2:00 p.m.

AGWEB ON AIR

Farm Journal TV: Brandon Swanson says he has applied fertilizer on only a couple hundred acres so far this spring.

AgDay: Advance Trading's Brian Basting and AgDay's Al Pell compare today's corn market with 2008.

Check out our three-times-daily audio market update. The program, hosted by Al Pell, provides up-to-the-minute market information. [Listen now.](#)

TODAY'S FEATURED BLOG

AGWEB & YOU

AGWEB PARTNER MESSAGE

In the Shop
Dan says he can't quit coming up with more uses for hand-held GPS devices. The latest is using them as high-tech rock locators.

Top Producer Summer Seminar
Come to the Quad Cities this summer for a quick "business tune-up" at our Top Producer Summer Seminar, June 7-8 at the Isle Casino Hotel and Waterfront Conference Center in Bettendorf, Iowa. [Visit now.](#)

NOGA Winners - Corn Yield Guide
[Click here](#) to find tips from the 2010 national winners in each of the eight categories and see how your state stacked up in the winning entries.

Advertisement

MARKETS

The latest news, prices and quotes impacting your business.

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Would you like to receive fewer mailings from Farm Journal Media? Is there an eNewsletter you would like to subscribe to? Change your [mailing preferences](#).

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Farm Journal Foundation

The **Farmers Feeding the World** campaign brings together all of American agriculture and consumers throughout the United States to feed those in immediate crisis and teach the hungry, regardless of circumstance, to feed themselves. **Donate today.**

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(800) 320-7992

eNewsletter Specs (cont.)

600x200 units

Size: 600x200 Pixels

Position on Site: Appears a minimum of twice in specific eNewsletters.

Maximum File: 60KB on initial load.

Format: jpeg, gif, text or combination.

Expansion:

❖ None.

Tags: None, but 1x1 pixel tags may be supplied to monitor activity.

Material Due: 5 working days prior to deployment

Send creative units with click thru URL: traffic@AgWeb.com

Production Questions Contact: traffic@AgWeb.com

Phone Contact: 847-268-3298

If you are unable to see the message below, [click here to view](#)

Dairy Today Dairy News AgWeb.com Dairy Calendar Weather
March 29, 2011

Dairy Talk
National Milk's Attempt at Order Reform
Plenty of questions come with Federal Milk Marketing Orders reform, the final part of National Milk's Foundation for the Future package. Will it be more—or less—complex? And what will it achieve?
Jim Dornel

Animal Health and Nutrition
Pre-weaning Calf Nutrition Affects Future Milk Production
Like human babies, the development of bovine babies is influenced by what happens in early life. Calves, however, are subjected to more environmental stresses, which direct more nutrients to immune responses instead of growth.
Bill Lundquist
Ph.D.

Dairy Market Links
Butter: [Futures](#) Class IV Milk: [Futures](#)
Class III Milk: [Futures](#) Corn: [Futures](#)

“My beef checkoff can share the story about beef nutrition.”
-Joyce Bopp
Hear more.
Joyce Bopp
Dairy Journalist
Sutton Valley, Pa.

Dairy Know Your Market
By Steven Schalla, Stewart-Peterson
When to Hedge 2012 Milk and Avoid the “Three-Year Cycle”
The next few months may provide the right opportunity to examine 2012 prices, start setting goals for your marketing, and then start protecting your milk price.

Dairy Labor Matters
By Ryan Miltner, attorney
Can Individual State Laws Provide Dairy Producers Hope on Immigration Issues?
The growing number of individual state actions and the recent recommendation from the Dairy Industry Advisory Committee might actually spur Congress to move on immigration.

In The News
Brachyspina Confirmed as Undesirable Holstein Recessive Trait
It's estimated that approximately 6% of Holstein cattle carry the gene for Brachyspina, which can cause embryonic death, stillbirth or other physical deformities.
Rabobank Foresees Continued Market Tightness through Q2 2011
Dairy prices may rise, but until Japan's situation becomes clearer, expect enhanced market volatility.
Dairy Culling Remains Strong
In February, 249,000 dairy cows were sent through federally inspected slaughter plants, 12% more than a year ago.
Dairy Today Now on AgDay
You can find Dairy Today each Tuesday on “AgDay” providing the latest market, production and industry information.
[Click Here for More Dairy News Headlines](#)

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To ensure delivery to your inbox (not bulk or junk folders), add email@agweb.messages4.com to your address book.
Share your Crop Comment | Contact the editorial team
Interested in advertising with AgWeb.com? | Having email problems?

Manage Your Email
If you received this email from a friend, [sign up](#) for email from Farm Journal Media.
Would you like to receive fewer mailings from Farm Journal Media? Is there an email/letter you would like to subscribe to? Change your [mailing preferences](#).
If you no longer wish to receive any messages from Farm Journal Media, [click here](#) to unsubscribe.

Farm Journal Foundation
The **Farmers Feeding the World** campaign brings together all of American agriculture and consumers throughout the United States to feed those in immediate crisis and teach the hungry, regardless of circumstance, to feed themselves. **Donate today.**

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(800) 322-7992

2011

Scrolling & Floating Layered Ad

Buffett's Latest Pick

The world's greatest investor just quietly poured **\$1.1 Billion** into [this one stock](#).

www.DailyTradeAlert.com

Don't miss his next purchase. Track every move he makes with our [free Buffett Tracker](#) service.

Get the names of these 3 stocks right now

[plus free access to our Buffett Tracker](#)

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January 12, 2011

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FEATURE STORY »

How to Size Equipment for Your Farm

By: **Margy Fischer**, Farm Journal Machinery Editor and Assistant Test Plot Director

From the combine, to tillage, to planters, Ken Ferrie gives tips on efficiently equipping your farm.

[Continue Reading »](#)

CROPS NEWS WIRE »

- > USDA Economist Sees More Crop Acreage in 2011
- > U.S. Farmers Have Adapted before to Sharp Shifts in Temperature
- > Rabobank: Seven Key Drivers will Shape 2011 Agri Commodities Markets
- > King Cotton Reigns Again; Farmers Ramp Up Production as Prices Surge

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MARKETS »

CROPS
LIVESTOCK
FINANCE
ENERGY
METALS

As of 1/12/11/ 2:59 PM
Electronic Trade

2011

Scrolling & Floating Layered Ad



Overall Size: 325 x 90 Pixels

Graphic Design : 325 x 40 Pixels represented by the golden border around the image

Transparent Space Below Graphic: 325 x 50 Pixels

Position on Site: Appears on our Homepage only. Ad will appear 40 pixels above and centered on the users' scroll bar at the bottom of the screen. All creative will linger for 60 seconds before automatically closing.

Maximum File: 40KB

Format: jpeg, gif or flash – All flash creative for this ad specifically must have a working close button. JPEG and GIF creative will have a close button added to it by our ad serving software.

Expansion: No expansion, audio or video allowed.

Tags: All tags must be sent in JavaScript format. Most commonly used third party ad servers include: DoubleClick, EyeBlaster & Pointroll. We reserve the right to refuse any tag that interferes with the functionality of our site.

Click Tag: All flash creative files (.swf) must include a clickTag for tracking purposes. This clickTag must be formatted as listed below. Please do NOT hard code your click thru URL into your flash (.swf) creative files.

```
If the flash file version is 7 or higher:  
    on (release) {  
        getURL(clickTAG,"_blank");  
    }
```

Flash notes: All flash creative must have a setting of window="opaque". Please set your z-index to 99999. When submitting flash creatives, please include backup files in .gif or .jpeg format.

Material Due: 5 working days prior to deployment

Send creative units with click thru URL: traffic@AgWeb.com

Production Questions Contact: traffic@AgWeb.com

Phone Contact: 847-268-3298

Overview of Enhanced Ad Units Available

With the launch of our new site design in August of 2010, we will have the ability to offer our clients several new and exciting creative elements.

These elements include but are not limited to:

- Peel Downs
- Site Skinning Homepage Takeover
- Pop Unders
- Interstitial Ads

All of these ad units require a minimum of 10 days of testing prior to launch.

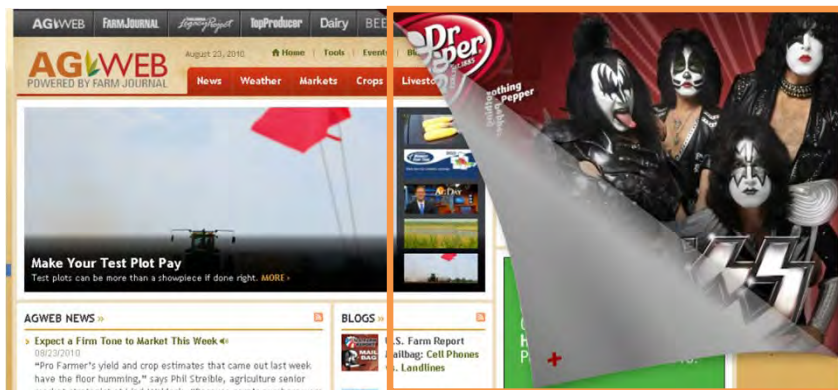
Peel Downs

Page Peel Downs are user initiated ad formats which invite users to interact with a small ad (typically in the top right corner of the page) which then “peels” back to reveal a large format rich media ad. Users can then click through to the advertiser’s web site from the expanded ad unit.

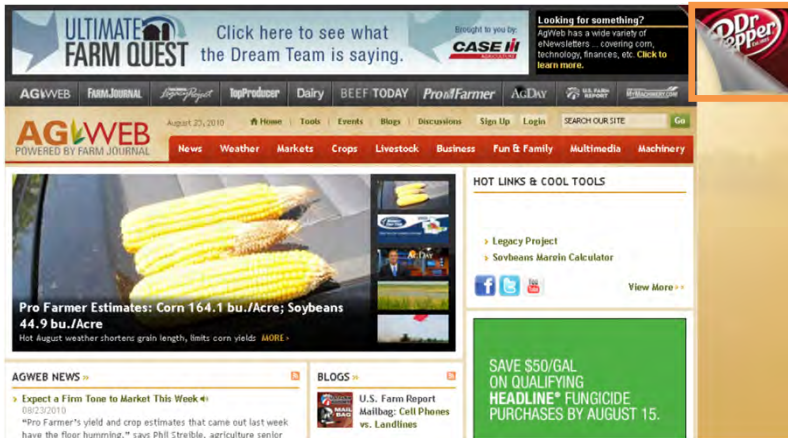


Peel Down Teaser (not to scale)

After the Peel Down teaser is interacted with, the ad expands (not to scale/size):



Peel Down Teaser



Peel Down Teaser (not to scale)

Size: 170x127

Maximum File: 40KB

Format: jpeg, gif or flash (flash files must be created using AS3)

Animation: 5 seconds maximum

Close Button: A clearly visible close button must appear in the top right hand corner of the ad unit at all times.

Sound: Sound is not allowed in the teaser file.

Video: Video is not allowed in the teaser file.

Frame Rate: 20 frames per second maximum. (TBD)

Click Tag: All flash creative files (.swf) must include a clickTag for tracking purposes. This clickTag must be formatted as listed below. Please do NOT hard code your click thru URL into your flash creative files (.swf).

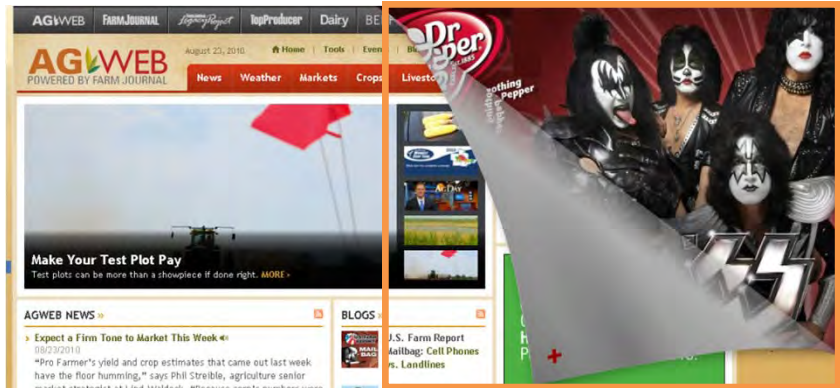
If the flash file version is 7 or higher:
on (release) {
getURL(clickTAG,"_blank");
}

Though the overall Flash file dimension is 170x127 pixels, creative content is limited to the corner triangle area within the right upper corner only (see diagram below). Before or at the completion of five seconds, all animation must cease.



Peel Down Expanded

After the Peel Down teaser is interacted with, the ad expands (not to scale/size):



Size: 640x480

Maximum File: 100KB for flash panel

Format: jpeg, gif or flash (flash files must be created using AS3)

Animation: Unlimited

Close Button: A clearly visible close button must appear in the top right hand corner of the ad unit at all times.

Sound: Must be user initiated on click only with a clearly labeled "audio on/off" button.

Video: Video is allowed in the main creative.

***If video/audio is enabled, ad unit must contain play, pause and audio control buttons.

Frame Rate: 20 frames per second maximum. The animation starts running as soon as the peel starts expanding. Meaning - the second a user triggers the peel effect the animation commences.

Fully Opened Stage: 640x480 pixel dimension. (TBD, the size can be discussed during proposal)

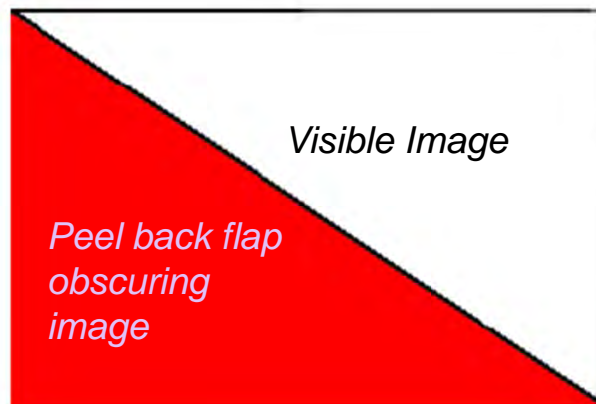
Click Tag: All flash creative files (.swf) must include a clickTag for tracking purposes. This clickTag must be formatted as listed below. Please do NOT hard code your click thru URL into your flash creative (swf) files.

If the flash file version is 7 or higher:

```

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

When creating the ads for a Peel Back (Corner Peel) you should keep in mind that only the top right visible. The bottom triangle half part of the rectangle will be visible. The bottom triangle half will be covered by the page peel (please see the image below – the white part represents the visible area while the red will be covered by the peel effect)



2011

Site Skinning Homepage Takeover

"Skin", or "theme", is the term used to describe the visual appearance and layout of a website's pages. Site Skinning is an ad format used to maximize exposure of your brand on AgWeb. The custom image is created to frame the page and creates a unique and aesthetically eye-catching user environment.



Requirements: Site Skinning is only allowed with a homepage takeover. No more than 2 site skinning takeovers can be booked per week and no more than a total of 8 per month.

Clickable Banner: 728x90 flash, jpeg or gif

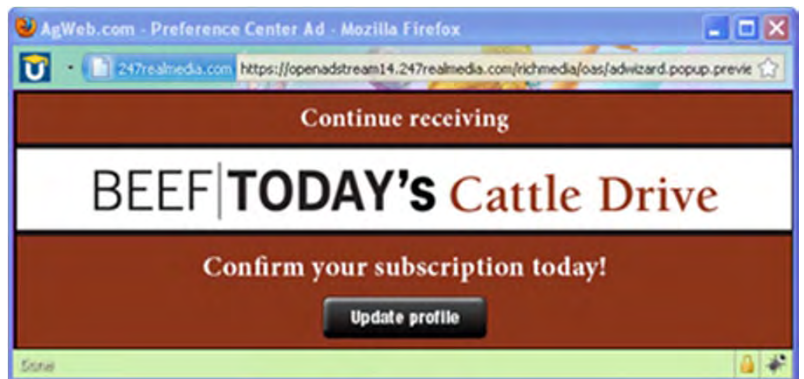
Background Images: 1800x800 - GIF/JPG

File Size: 40KB background and 40KB for each flash panel

Design Best Practices: Background images should be uncomplicated textures that are of a continuous tone or simple color blocks to optimize the image quality for the available image file size. Flat color and simple two-tone gradients work best. To create a seamless experience between the clickable banners and background image, we suggest making the banners transparent and include all messaging, logos, complex imagery and call to actions within the flash. Avoid busy textures at the top of the background image, as there are editorial links, including the site logo, that are surfaced atop the skin. AgWeb.com reserves the right to ask for design adjustments in the event that editorial links and logo are not legible.

Pop Unders

Pop Unders are advertising units that appear in a separate window under the users current browser window. Pop Unders are less intrusive than their Pop Up counterparts as it hides under the current browser session and are not seen until the covering window is closed leaving the user's attention free for the advertisement.



Size: 300x250, 600x200 or 720x300

Position on Site: Appears under the main browser window

Maximum File: 40KB

Format: jpeg, gif or flash

Expansion: No expansion, audio or video allowed.

Window: Pop Under window title must include brand name and keywords

Tags: All tags must be sent in JavaScript format. Most commonly used third party ad servers include: DoubleClick, EyeBlaster & Pointroll. We reserve the right to refuse any tag that interferes with the functionality of our site.

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