

Digital Advertising Guidelines

New Window:

- All ads should be coded so that click-thrus launch a new browser window using target="_blank".

HTML Formatting:

- code should be submitted without HTML, TITLE, HEAD or BODY tags
- all HTML attributes must be properly double-quoted
- all tags should be correctly nested
- nested tables should be no more than four levels deep
- all form METHOD attributes must be set to "GET", not "POST"
- there is no capability to track clicks through forms

Flash Specifications:

- must be published in Flash 5 or 6.
- all locally served Flash ads need to have a clicktag encoded rather than a hard coded click-thru command:

```
on (release)=  
{  
  if (clickTAG.substr(0, 5) == "http:")  
  {  
    getURL(clickTAG, "_blank");  
  } // end if  
}
```

- a default gif must be submitted for visitors without Flash or JavaScript
- client must submit both .swf and .fla files. If modifications to the .FLA are necessary, we will ask that you either 1) provide all required fonts in Windows TrueType or Type 1 format, or 2) ensure all internal text is flattened/broken (this option prohibits the editing of text elements).

Plug-Ins:

- No ad can prompt the download of a plug-in, and must be coded to search for any required plug-ins and display an alternate ad to those who don't have it.

Java:

- Java-based ads must provide alternatives for users who don't support Java applets.

Animation:

- Within ad units defined by fixed in-page dimensions (like banners) uninitiated animation of any form can run for a maximum of 30 seconds without being re-initiated by the user through a clearly labeled interaction with the ad. This includes animations, such as flashing 'click here' buttons and small icons.
- Once re-initiated, there must be a clear way to stop any in-unit animation that runs for longer than 30 seconds.
- Animation spawned from a fixed dimension ad unit must follow the rules for overlay ads, with that portion of the ad appearing for a maximum of 10 seconds with a clear 'close' button in close proximity to the

animation.

Display Time Limits:

- Ads that partially overlay page content (such as Eyeblasters) can appear for a maximum of 10 seconds and must close automatically after that. Such ads must include a 'close' button as well.

Close Buttons

- Any ad or portion of an ad that appears outside of the confines of a fixed in-page ad space must include a prominent close button. This applies to free-form ads that overlay the page and fixed in-page ads that spawn a free-form overlay upon a mouse-over or click interaction.
- For ads that overlay the page, a clear 'close' or 'click here to close' button must be included in close proximity to the overlay portion of the ad. An 'X' within the ad is not acceptable. The ad must automatically close after a maximum of 10 seconds.
- Fixed in-page ad units that expand upon a mouse-over but do not contract back into the confines of the fixed in-page ad space when the user's mouse leaves the ad must include a close button in close proximity to the expanded portion of the ad. The expanded portion of the ad must close automatically after a maximum of 10 seconds.

Sound:

- Sound effects of less than 1 second (such as a 'beep') are acceptable without user initiation. The Press Democrat reserves the right to prohibit such sound if deemed to be intrusive.
- Any audio that lasts over 1 second in length must be initiated by mouse-over or click interaction with an area of the ad clearly labeled with 'roll over for sound', 'sound on', or with appropriate icons such as a G clef or speaker. Once initiated, there must be a clear way to turn off the sound with an area of the ad labeled with 'mouse over to turn off audio', 'sound off', or an appropriate icon.

Frequency Caps:

- Frequency cap limitations are imposed on all free-form overlays such as Eyeblasters. These frequency caps may vary by section.
- Frequency caps can also be applied to campaigns at advertiser request, on either a session, hourly or lifetime of campaign basis. A maximum of one type of cap (session/hourly/lifetime) will be applied per campaign.
- All campaign level frequency caps must be set through the The Press Democrat ad server. They cannot be set through third party servers.

Clicking to Other Web Sites:

- All click interactions that initiate the load of a new Web page must open that Web page in a new browser window.
- A click-thru can launch only one new browser window.
- Any click-thru included with an ad must take users to the Web site of the advertiser who purchased the ad space unless the advertiser has provided written permission from another site to link to them with their advertising.
- Mouse-over interaction cannot link a user to a new Web site.

Deceptive Functionality:

- All functionality visually indicated within ads must be working and not designed to deceive.
- Non-functioning drop-down menus, radio buttons and text boxes will not be accepted.
- 'Close' or 'Skip' buttons must function as labeled and cannot link users to a new Web site.

Creative Submission:

- All ads, including ads running through third party code, must be submitted to The Press Democrat for approval.
- Third party servers should contact The Press Democrat at least 1 business day before rotating new ads

into an existing ad campaign and provide those news ads for review.

- Ads for new campaigns or mid-campaign changes that require new ads to be uploaded into The Press Democrat ad server should be provided for testing & review according to normal lead time requirements: 3 business days for standard ads and 5 business days for rich media.

CONTENT:

On a case-by-case basis, The Press Democrat may require that the advertiser's name appear on the ad unit. The Press Democrat will not accept:

- General Advertisements that contain fraudulent, deceptive or misleading statements or illustrations. Attacks of a personal nature. Advertisements that are overly competitive or that refer abusively to the goods or services of others.
- Offensive to Good Taste - Indecent, vulgar, suggestive or other advertising that, in the opinion of The Press Democrat on the Web, may be offensive to good taste.
- Discrimination Advertisements that fail to comply with the express requirements of federal and state laws.
- Investments Advertisements that do not comply with applicable federal, state and local laws and regulations.
- Political advertisements that do not identify the paid sponsor in every frame of the ad will not be accepted.
- Tobacco Advertisements for cigarettes and other tobacco products.
- Occult Pursuits Advertisements for fortune telling, dream interpretations and individual horoscopes except when ordered for entertainment sections or guides or when the emphasis is on amusement rather than serious interpretation.
- Endangered Species Advertisements offering furs or products made from the furs or hides of animals included on government endangered species lists.
- Online Gaming Advertisements promoting online gaming or wagering sites.

General Provisions

- Publisher accepts no liability for its failure, for any cause, to insert an advertisement. Publisher accepts no liability for any error in an advertisement for which it may be responsible, except for the cost of those insertions which actually contain the error. In order to qualify for allowances, claims for errors must be made within thirty (30) days from date of invoice. Credit for errors will be allowed only for first insertion.
- Publisher has the right to refuse to insert advertisements which violate its standards of acceptability. Advertisements omitted by Publisher because they violate its standards of acceptability shall not apply toward fulfillment of this contract.
- Advertiser and Agency assume liability, jointly and severally for all content (including text, illustrations and video) of advertising submitted under this insertion order and agree, in the event of any claims arising out of such content, to indemnify and hold Publisher harmless from all costs, expenses (including attorneys' fees), liabilities and damages related thereto.
- Copy acceptance: The Press Democrat reserves the right to edit or withhold ad copy, or cease publication of any ad. It may exercise its discretion in acceptance of any and all online advertising.
- All real estate advertising is subject to the Federal Housing Act of 1968 which makes it illegal to advertise "any preference, limitation or discrimination based on race, color, religion, handicap, familial status, or national origin, or an intention to make such a preference, limitation or discrimination."
- Errors: The Press Democrat will not be responsible for more than one incorrect insertion of any ad. It will not be responsible for errors not clearly affecting the value of the ad. It is only responsible for that line or portion of the ad that appeared incorrectly.
- The Press Democrat assumes no liability for the contents of or replies to any advertisements.