



*Connecting families across distance and time*

## **Advertising Specifications**

### **Family of Sites**

**Ancestry.com** - Discover your story in the world's largest online collection of historical records. Ancestry.com™ is the best place to build an online family tree that can help you fill in missing facts, organize your discoveries and share your story with family.

**MyFamily.com** - makes it easy to stay in touch with friends and family at any distance. Create your own family web site and use it to share photos, news, recipes, calendars and much more.

**Rootsweb.com** - The oldest and largest free online community dedicated to family history. You'll find millions of members communicating on thousands of message boards in this expansive environment for learning, collaborating and sharing with others.

**Genealogy.com** - Access millions of genealogical records and discover your family's unique story. You'll find over 14,000 online forums devoted to genealogy, including surnames, US states, countries, and general topics.

### **Placement Opportunities**

- 300x250 Homepage Medium Rectangle (Ancestry.com/Genealogy.com/MyFamily.com)
- 728x90 Homepage Leaderboard (Rootsweb.com)
- 160x600 Homepage Skyscraper (Rootsweb.com)
- 300x250 Run-Of-Site Medium Rectangle
- 160x600 Run-Of-Site Skyscraper
- 728x90 Run-Of-Site Leaderboard
- 468x60 Newsletter Ad Unit

### **Advertising Content Policy**

Ancestry.com is committed to fair and consistent advertising policies that benefit our users and marketing partners. In order to accomplish this goal, we uphold high standards for the advertisements and programs that run on the Ancestry.com family of sites. For a campaign to run on Ancestry.com, it must adhere to both our content and technical policies.

### **Content Restrictions**

We do not accept advertising that relates to any of the following:

- Adult Content
- Alcohol
- Dating
- Gambling
- Political
- Religious
- Suggestive
- Tobacco
- Violence
- Flashing
- Pop-under or Pop-up
- Floating
- Survey
- Unicast
- Bouncing
- Dating
- Screensaver, curser, young cartoon like ads
- No pop culture type ads

## **Advertising Creative Policies**

- Ancestry.com reserves the right to refuse any rich media advertisement without explanation
- Ancestry.com has final approval on all ads with respect to creative content
- Agencies cannot alter or redirect any rich media or third party units from a third party agency unless it is approved by Ancestry.com

## **Technical Specs & Requirements**

- Dart For Publishers (DFP) is used to serve all Ancestry.com ad units
- Ads have a maximum limit of 3 loops or 15 seconds
- All links from ad units must launch in a new browser window when clicked
- Ads are served as rich media units (swf, html, jpg, and gif) and third party tags (Standard JavaScript or I-frame tags)
- Audio must be user-initiated with a clear on/off button
- All expanding ad units must be user-initiated via click (No rollovers)
- Alternative (gif/jpg) versions of creative must be recreated for all rich media ads
- Ancestry.com will not accept advertisements that are:
  - o On-rollover or pre-expandable ad units
  - o Fake user interfaces
  - o Confusingly similar to Ancestry.com content

Questions related to any of the above policies may be directed to [adsales@ancestry.com](mailto:adsales@ancestry.com).

## **Creative Ad Unit Specifications:**

Maximum size for gif/jpg and swf files is **40k**

### Click Tracking

- We recommend that the entire creative be clickable to increase click-through ratio and performance.
- Make sure if a button is in the banner that it be clickable as well.
- Accepted “target” control: “\_blank”
- We require that all Flash creative contain a clickTag variable, **called ONLY “clickTag”** (capital ‘T’), that contains the URL to be opened in the getURL function call (see Flash Specifications section for more details). Please do not have hard-coded URLs in the clickTag.

### HTML Creative Banner Guidelines

- File names can be any number and type of characters as long as they constitute a valid Windows file name. (For example - no commas (,) or exclamation points (!) Filenames should be followed by .htm or .gif extension (8.3 format)
- Target URL may not exceed 200 characters
- No Cascading Style Sheets (CSS)
- Any Images must be live at time of submission
- Creatives must be tested across all major browsers and versions prior to receipt. At minimum, Internet Explorer versions 3.0 and higher and Firefox versions 1.5 and higher must be tested
- Submit HTML file(s) and all necessary images in a zip file
- The only acceptable FORM method is GET. Method=POST not allowed

### Flash Creative Banner Guidelines

- Click-through functions must use the “getURL” command. The uppermost layer within the Flash banner should be the layer containing the transparent click through button. Please make sure the ActionScript for the banner is set as shown below. All banner clicks are required to open the landing page in a **new window**.

```
on (release) {  
    getURL(_root.clickTag, “_blank”);  
}
```

- Please do NOT capitalize anything but the letter ‘T’ in “clickTag”. Do not copy and paste the above code into the Flash ActionScript window.
- Please make sure that your ActionScripts support https:// destination URLs.
- **Flash version 6-8**
- All swf files must be accompanied by a backup gif/jpg file for users who do not use a flash-enabled browser
- All flash units must be edited/revised/alterd by the agency/client if an issue is prompted on ad displacement
- For multiple-click URLs on flash, each link and action script must be embedded properly in order to run most functions and test
- Each swf must have a maximum loop of three times on each display
- The ad must open a new browser window

All Rich Media creative needed five (5) days prior to start of campaign

Gif and jpg are needed two (2) days prior to start of campaign