



United Online Media Group
Rich Media General Business Rules
Revised December 2006

All creative elements are required to meet the preset Ad Specifications, listed here <http://www.untd.com/guidelines>. In addition, all advertisements submitted to or provided to United Online Media Group (UOMG) for display on or through the UOMG of websites (UOMG Sites), pursuant to a fully executed Insertion Order signed by the Advertiser and UOMG, must comply with the Rich Media General Business Rules listed below.

These rules are not an exhaustive list and are only intended to provide the Advertiser with examples of the application of UOMG requirements. UOMG reserves the right to review, request modifications to, or reject any advertisement, at any time, at its sole discretion.

General Rich Media Delivery:

- Advertisers not selling a direct product or service are prohibited from using a non user-initiated creative that overlays content.
- Only one Rich Media ad type can be displayed per page impression.
- Rich Media Floating Ad: One ad per page, one ad per session.
- Rich Media Expandable Ad: One ad per page, no session cap.
- Rich Media In-Position: One ad per page, no session cap.
 - Exception: Simple FLASH creative (sans expansion, video, etc) has no page volume restriction.

Floating Ad:

Definition: Any animated ad that appears to float above the page. May be initiated from, or resolve into, a standard page ad position.

Rules:

- Must conform to the UOMG/Vendor defined specifications for Floating Ads.
- Host initiated executions must not cover core navigation and search functionality on the page.
- Creative must fit within a 300x300 pixel space so that at the widest and highest point they do not exceed this dimension
- May float for a maximum of 10 seconds
- When floating, must have a Close button in the upper right portion of the ad.
- Audio is user initiated only, and audio on/off controls must be included.
- Video may play automatically. Video controls must be included.
- Must not be framed as a square or rectangle
 - Must NOT resemble a pop-over ad
 - Must NOT have pulsating lights
 - Must NOT have blinking text

Expandable Ad:

Definition: Any ad that launches multiple panels or floating ads upon user interaction.

Rules:

- Must conform to the UOMG/Vendor defined specifications for Expandable Ads.
- Host initiated executions must not cover core navigation and search functionality on the page.
- If Floating Ad is launched upon interaction the ad may float for a maximum of 10 seconds.
- When floating, must have a Close button in the upper right portion of the ad.
- The action that causes a panel to expand **MUST** also cause a panel to retract. *Mouse over/mouse off: When a user passes a mouse over the creative, the panel expands; the panel retracts when the mouse is removed.*
- Audio is user initiated only, and audio on/off controls must be included.
- Video may play automatically. Video controls must be included.
- If Floating Ad is launched upon interaction, ad must not be framed as a square or rectangle
 - Must NOT resemble a pop-over ad
 - Must NOT have pulsating lights
 - Must NOT have blinking text

In-Page/Position:

Definition: Catch-all for any Streaming Video ad, or other Rich Media format that works within standard inventory pixel boundaries.

Rules:

- Must conform to the UOMG/Vendor defined specifications for In-Page/Position ads.
- Audio is user initiated only, and audio on/off controls must be included.
- Video may play automatically. Video controls must be included.
- Standard creative is not held to the one per page constraint, but all other types of in-position ads are (Streaming, Audio, etc.)