

Advertising Specifications/Policies

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Display Advertising Specs

Ad Unit	Dimension	File Size	EnergyPeopleConnect Served File Types	3rd Party File Types	Third Party Served Rich Media
Banner	728 x 90	15K*	GIF, JPEG, Flash, HTML, DHTML	GIF, JPEG	**Flash, HTML, DHMTL and most rich media providers
	468 x 60	12K	GIF, JPEG, Flash, HTML, DHTML	GIF, JPEG	N/A
Poster	275 x 330	16K	GIF, JPEG, Flash, HTML, DHTML	N/A	N/A
Island	250 x 250	15K	GIF, JPEG, Flash, HTML, DHTML	GIF, JPEG	** Flash, HTML, DHMTL and most rich media providers
	300 x 250	15K	GIF, JPEG, Flash, HTML, DHTML	GIF, JPEG	**Flash, HTML, DHMTL and most rich media providers
Skyscraper	120 x 600	16K*	GIF, JPEG, Flash, HTML, DHTML	GIF, JPEG	**Flash, HTML, DHMTL and most rich media providers
	160 x 600	16K*	GIF, JPEG, Flash, HTML, DHTML	GIF, JPEG	**Flash, HTML, DHMTL and most rich media providers
Badge	125 x 125	10K	GIF, JPEG, Flash, HTML, DHTML	GIF, JPEG	**Flash, HTML, DHMTL and most rich media providers

* 12K if third-party served

** Accepted on a case-by-case basis


Palette/Logo Size Guidelines

Required Palette Guidelines

EnergyPeopleConnect.com reserves the right to maintain its user experience by clearly distinguishing the advertising and editorial relationship on the EnergyPeopleConnect.com Web site. Advertisements may not utilize colors that mirror the look of EnergyPeopleConnect.com and must display advertiser names and/or logos that are sufficiently prominent as to avoid any user confusion.

EnergyPeopleConnect.com requires the following palette guidelines in all Display Advertisements and customized co-branded landing pages:

Our guidelines require that advertiser display advertisements or customized co-branded landing pages not mirror the look and feel of EnergyPeopleConnect.com. Below are the colors used in the EnergyPeopleConnect.com palette. These exact color values within a range of +/- 20 percent, used either individually or in combination, yielding a look and feel that resembles EnergyPeopleConnect.com, are against guidelines.

#F2A815	
#3A0E7D	
#199985	
#C6DF6A	

Required Logo Size Guidelines

In an effort to clearly label advertisements as such, EnergyPeopleConnect.com requires the following advertiser name and/or logo sizes in all Display Advertisements:

Banner, Skyscraper, Poster and Island Advertisements:

Advertiser Name/Logo: Horizontal Orientation

Rectangular logo, horizontally oriented - Minimum dimensions: 100(w) x 50 pixels

Square logo - Minimum dimensions: 75 x 75 pixels

Advertiser name must be horizontally oriented and readable

Rectangular logo, vertically oriented - Not accepted

Badge Advertisement:

Advertiser Name/Logo: Horizontal Orientation

Rectangular logo, horizontally oriented - Minimum dimensions: 100(w) x 25 pixels

Square logo - Minimum dimensions: 50 x 50 pixels

Advertiser name must be horizontally oriented and readable

Rectangular logo, vertically oriented - Not accepted

Rich Media Specs

Ad Unit	Specs	Position	File Size	Initiation	Expanding Action	Animation Length
Islands	250 x 250	Story Pages	Initial load: 15K, complete download: 40K	User-initiated (on-click)		15 seconds
Skyscrapers	350 x 250	Section Home Pages	Initial load: 16K, complete download: 40K	User-initiated (on-click)	560 x 300	15 seconds
	120 x 600				420 x 600	
Banners	160 x 600 728 x 90	Any Page	Initial load: 15K, complete download: 40K	User-initiated (on-click)	420 x 600 728 x 315	15 seconds

- ◆ Must be labeled "Advertisement" or "Brought to you by"
- ◆ Capped at one per unique user per day
- ◆ "Skip Advertisement" required, above the fold in the right corner
- ◆ Hosted by EnergyPeopleConnect.com
- ◆ Provide final materials to your EnergyPeopleConnect representative five business days prior to launch

Note: EnergyPeopleConnect does not provide Flash development services. Flash files must be provided in executable format.

E-Mail Advertising Specs

Alerts

Alert Types: News Alert, Tradeshow alert

Text: One text ad placement, 400 character limit

Ad Opportunities:

Top Banner 468 x 60 (12K max) or 728 x 90 (16K max)

Bottom Banner 468 x 60 (12K max) or 728 x 90 (16K max)

Skyscraper 120 x 600 (16K max) or 160 x 600 (20K max)



Standalone E-Mails

Text: Advertiser is the entire e-mail, 600 words or 3,000 character limit (15K max)

HTML: Formatted text or images of GIF/JPEG no larger than 18K and 400 x 520 pixels. Images are to be served on the advertiser's end. (30K max text + images)

All Standalone E-Mails: AOL users receive fully compliant, multipart e-mails and will receive either a text or HTML e-mail, depending on which format their specific version of AOL can display.

Subject Lines: A maximum of 68 characters, including spaces. Use normal text with minimal usage of capitals and punctuation. Excessive usage of caps or punctuation in a subject line may cause the recipient's e-mail server to detect the e-mail as SPAM, and either delete it or sent it to "junk" mail.

The usage of certain words and phrases in a subject line may also increase the "SPAM rating" of the message. Words and phrases to avoid include: Available, Buy, Check it out, Click, Click here, Discount, Enhanced, Exciting, Free, Home page, Hot, Log in, More, Offers, Opportunity, Special.



Destination URLs and Landing Pages

Guidelines

- Pages linked to from an advertisement (Landing Pages or Destination Pages) must not mirror the look and feel of the EnergyPeopleConnect Web site. Refer to the "Required Palette Guidelines" section
- The destination Web page must clearly identify your organization
- Clearly state the purpose for collecting any personal information on your destination Web page
- Provide a direct link to your privacy and data collection policy
- EnergyPeopleConnect will no longer allow the use of its name or logo on advertisement landing pages or advertiser's Web site pages unless permission is expressly granted by EnergyPeopleConnect

Our Mission

Energy People Connect is dedicated to promoting a positive image for the energy industry by enhancing and celebrating the global lifestyle of the dynamic individuals that are a part of it. Our goal is to make Energy People Connect the premier resource for energy industry lifestyle management and social networking while providing a valuable tool for companies wishing to differentiate their brand in a unique medium.

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www.energypeopleconnect.com

[energy peopleconnect.com](http://energypeopleconnect.com)