

## To advertise with us and to learn how to align your message with consumers - contact us.

We will provide the greatest array of targeted measurable tools to ensure that your message connects, leveraging the most robust, content rich tool. Only GoLocalProv.com offers:

- Geo-targeted Pre-roll video
- Branded display ads
- Outbound exposure via twice daily email
- Customized sponsorship and immersed content relevant to your target consumers
- Social media exposure - up to 100,000 per day

The most robust digital platform ever to launch in a local market

Communicate to your audience during every day-part - make your message, relevant and compelling.

Once newspapers and the 6 o'clock news were the vehicles that most impacted the consumer, but for more than a decade all consumers and especially those most valued 18-49 have transformed their media usage to online and on mobile.

They aren't going back.

### ONLINE SPECIFICATIONS

All creative files/tags are due COB 3 business days prior to campaign start date.

Submit all creative files/tags to: ads@golocalprov.com.

Please include ADVERTISER NAME and campaign start date in email subject line

#### DIMENSIONS:

- Leaderboard: 728 x 90
- Medium Rectangle: 300 x 250
- Skyscraper: 120 x 600 / 160 x 600
- Corner Ear 300 x 90
- Pre-roll video
- Sponsor
- Pop up

#### SITE HOSTED SPECIFICATIONS:

Click-through URL must be supplied with all files.

Image Ads

- File types accepted: .jpg, .gif
- Animated GIFs accepted: yes
- Max Animation: 30 seconds
- Max number of loops: 3
- Max file size: 40k

#### Animated Ads

- File type accepted: .swf
- Max animation: 30 seconds
- Max number of loops: 3
- Max file size: 40k
- Frames per second: 18-24
- Audio: Must be user initiated with a click and include a mute/stop button
- Please provide a backup image file for each swf.

**Click through command:** Must be coded with the appropriate clickTAG on a button layer. This is mandatory in order to track clicks. The command must look exactly like this:  
on (release) { getURL(\_root.clickTAG, "\_blank"); }  
For detailed instructions on preparing Flash files, please refer to this page: <http://www.247realmedia.com/EN-US/rmg2/AdSolutions/PrepareSwfSource.html>

#### Rich Media Ads

- Page Peel: 650 x 650 pixels, live are 600 x 600 pixels
- Pencil: 728 x 30 pixels, 728 x 500 pixels
- Sliding Billboard: 728 x 728 pixels
- Sticky Note: 306 x 257 pixels

#### GoLocalTV

- :15 pre-roll (see specs below)
- :05 - :07 embedded video ad (see specs below)
- Sponsorship: monthly or weekly, 640 x 30 pixels

#### 3RD PARTY HOSTED SPECIFICATIONS:

Complete redirect tags must be provided.

- Max animation: 30 seconds
- Max number of loops: 3
- Max file size: 40k
- Frames per second: 18-24
- Audio: Must be user initiated with a click and include a mute/stop button.

#### PRE-ROLL VIDEO SPECIFICATIONS

- File Format: FLV
- Dimensions: 640x360
- Flash Version: Flash Mx
- Video Length: 15 seconds
- Frame rate: same as source or 50% of source (15-30 fps)
- Video Data Rate: 600kbps (recommended)
- Audio Data Rate: 48kbps (recommended)
- Total Data Rate: 648kbps (recommended)
- 3rd Party Serving: A single redirect (http:// or https:// path) to the FLV is permitted. Must contain the .flv extension in the creative return. Any other ad tags (JS, HTML, or IFRAME) are not supported within the Flash environment.