COX.COM

Complement your on-air campaign with measurable online impressions on Cox.com. It's an easy way to expand consumer awareness of your website, products and services.

A PREMIUM ONLINE DESTINATION

A destination page for millions, Cox.com offers high-speed Internet users an inspiring, interactive environment to access information about products, check their WebMail, and explore the latest in media, technology and entertainment. In short, it connects advertisers with local customers 24/7. Cox.com is the place for advertisers to gain immediate awareness in an uncluttered environment.

BUILD YOUR BRAND

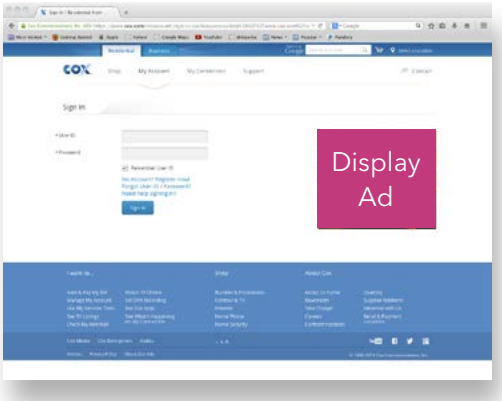
By adding Internet advertising on Cox.com to your business media mix, you strategically complement your on-air buy as an effective vehicle for enhancing online awareness and consumer engagement. Our high-traffic site reaches a local audience with highly targeted content. Cox.com delivers website quality and volume, making it an easy way to build relevance for your brand.

REACH YOUR BUSINESS GOALS

When you advertise on Cox.com, it's a great opportunity to promote awareness of your brand and reach key consumers. It's also the optimum place to announce grand openings, special events, and promote your unique offers and discounts.

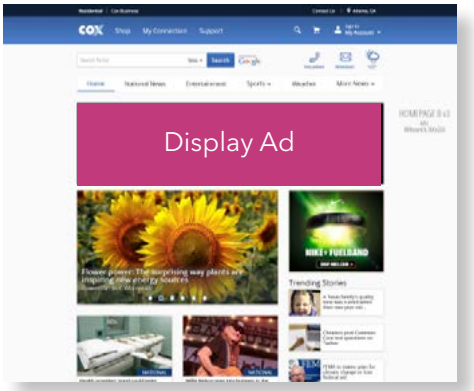
COX.COM
AD PLACEMENTS

Medium Rectangle
300x250

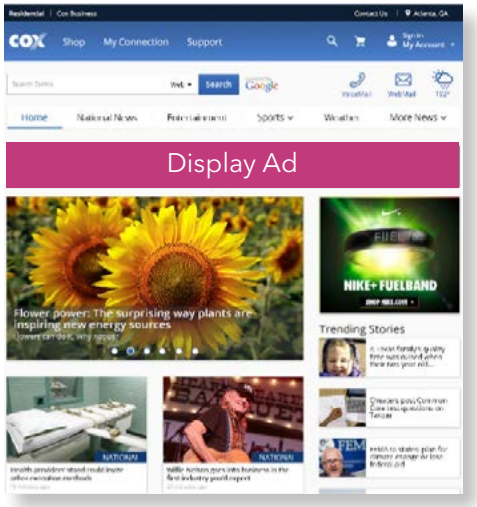


Leaderboard
728x90*

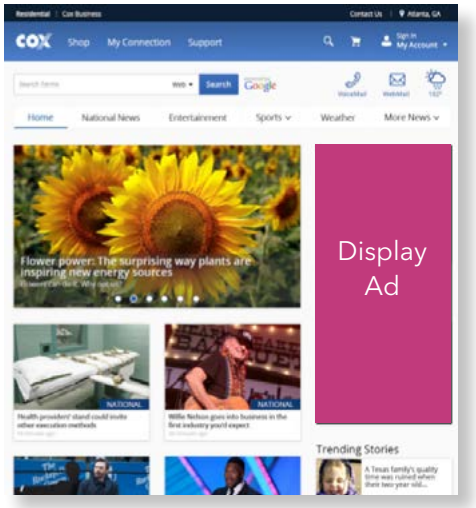
Billboard
970x250



Pushdown Ad Unit
970x90 expands to 970x415



Half-Page
300x600



Mobile Ad Unit
320x50

In-Banner Video Ad Units can be utilized in each size.
*Alternate ad units are available in select markets.

Contact us today 1-855-755-2691
Calling Cox Media is an easy way to start building a strategic marketing plan for your business.

Cox Media®

COX.COM
CREATIVE SPECS:

VISIT
CoxMedia.com/ProductGuide
to view our Creative Gallery.

What content is accepted?

Online display content is accepted in the form of Static Ads, Animated Ads, In-Banner Video Ads, and non-expanding Rich Media. Ad tags are also acceptable. Online display creative can be submitted directly to your Cox Media Consultant via email or other file-sharing programs.

What file formats are accepted?

- Ad Unit Dimensions: 300x250, 728x90, 160x600*, 300x600, IAB Pushdown, IAB Billboard, Mobile 320x50
- Static Ads: .jpg, .gif, .png (Note: CMYK color format is not supported)
- Animated Ads: animated .gif and HTML5; 3 rotations, :15-second max (must come to a complete stop). Files must include a static backup image and a click through URL.
- Ad Tags: must be provided in a .txt or Excel file
- Secure ad tags are required for all Login Pages or WebMail placements.

What other guidelines should I follow?

Rich Media

- Out-of-banner formats including expandable ad units are accepted. Floating ads and pop-ups are not accepted. Audio/video can be set to click-to-play or rollover-to-play mode.
- Initial Rich Media Load of 40K
- Files must be submitted in a HTML5 bundle and packaged as a zip file from Adobe Edge, Tumult Hype, or Google Web Designer.
- File names: All lowercase characters without ampersands (&), asterisks (*), slashes (/), spaces or question marks (?)

Initial Load: asset files are immediately loaded when the ad tag is inserted in the page.

Recommendation: Desktop/Tablet 150kB, Mobile (mWeb or In-App) 40kB

- Typical old/current specifications set this at 40kB
- Web 2.0 allows for a more engaging user experience, without slowing down the Publisher page load

Politely Loaded: All of the creative's subsequent assets are loaded once the host webpage has completed loading.

Recommendation: Desktop/Tablet 2MB, Mobile (mWeb or In-App) 300kB

- Typical old/current specifications set this at 150kB
- HTML5 allows richer features, but requires flexible size restrictions

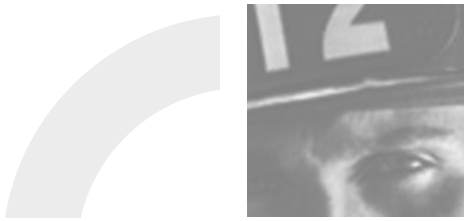
Prepare HTML5 Assets

Here's an example of a click tag inserted in an HTML5 document:

To set up HTML5 banners or enhanced banners, we will need to upload the files in the form of a .zip file. The .zip should consist of an HTML file plus any files referenced by the HTML file.

*Available in select markets on Web Mail.

COX.COM
CREATIVE SPECS:



VISIT
CoxMedia.com/ProductGuide
to view our Creative Gallery.

Step 1. Create a folder.
Step 2. Add your HTML file plus any assets referenced by the file. Don't include any other files. You may organize your assets into subfolders, but do not compress these subfolders.

What to include in your .zip file

- HTML file: The primary asset of your HTML5 creative is the HTML file. This is the entry point for your creative. It must be a complete HTML document that includes at least one click tag and can load into an iFrame. The iFrame is served along with your assets. See below for click tag help.
- Other files: Include any other files that are referenced by the HTML file. Do not include any files that are not referenced.

What not to include

- No .zips within .zips: Do not include any .zip files within your HTML5 .zip file. No unreferenced files: As noted above, only include files if they referenced by the HTML file.
- No unreferenced files: As noted above, only include files if they referenced by the HTML file.
- No local or session storage
- No % in the name: For creatives you're uploading as an HTML5 banner, do not include a percent symbol (%) in the names of any of the files in your asset.
- No backup assets: Do not include backup assets in your HTML5 .zip file unless they are referenced by the HTML file.
- Do not include this backup image with your HTML5 .zip file.
- However, some HTML files may be coded to use their own backup assets when a browser can't handle all the features. In this case, you'll need to include a backup image in your .zip in addition to the file the trafficker must upload separately.

Supported file types and limits for your .zip file

- Supported file types: HTML, HTM, JS, CSS, JPG, JPEG, GIF, PNG, JSON, XML, and SVG.
- Maximum number of files: Your .zip can include up to 100 files.

Step 3. Compress the folder into a .zip file.

Ad Tags

- Third Party Ad Tags are accepted. It is preferred they are submitted as an email attachment in a .txt or Excel file.
- Cox.com Acceptable Ad Tag Formats: InRed, AdInterax, Atlas, Bluestreak, EyeBlaster, TruEffect and Zedo
- Secure ad tags are required for all Login Pages or WebMail placemen

*Available in select markets on Web Mail.

Contact us today 1-855-755-2691
Calling Cox Media is an easy way to start building a strategic marketing plan for your business.

Cox Media®