

Advertising Specifications



Turnaround Timing

Napster will make every reasonable effort to launch standard ads within three (3) business days, rich media ads within five (5) business days, and digital video ads within five (5) business days upon receipt of all required assets from advertiser, given prior creative approval. If a video asset is supplied as physical media (e.g., Digital Beta, DVD, VHS), advertiser should allow two (2) additional business days for encoding.

Other Guidelines

An ad may never obscure navigation, contextual ads, or search box. Please work with your sales rep to customize ad dimensions.

Audio must be user-initiated on non-Web player placements.

Rich media creative must be pre-screened for approval.

Animation must contain a clearly visible "CLOSE" or "SKIP" function that allows the user to stop the animation.

STANDARD UNITS					
Placement	Dimensions	Accepted File Types	Max File Weight	Max Loops	Special Requirements
Napster Light email	300x250	JPG, GIF, HTML, third-party served tags	25K	No animation	Static ads only. Doubleclick, Atlas, Mediaplex, and Eyeblander tags accepted. Creative must be supplied at least five (5) business days prior to the Tuesday drop date.
Napster.com homepage	300x250	JPG, animated/static GIF, HTML; Flash with backup GIF	20K/25K Flash	1 play, resolving to static image	All SWF files must be accompanied by source and font files; must play up to 12 frames/second max in main timeline. Please submit SWF with embedded tracking tag and click-thru URL; one loop max on content pages; no loops on homepage (one play resolving to static ad). Advertiser must supply at least two creatives each for video and companion ads for any SOV over 15% during a given time period.
Napster.com Web player	300x250	JPG, GIF only; absolutely no third-party served ads	20K	No animation	300x250 may be purchased to serve in conjunction with video ad + first play, or à la carte. Specifications are the same for both.
Napster.com Web page	160x600	JPG, animated/static GIF, HTML, third-party served tags, rich media (see below), static GIF/JPG in email	25K	1	Doubleclick, Atlas, Mediaplex, and Eyeblander tags accepted. All SWF files must be accompanied by source and font files; must play up to 12 frames/second max in main timeline. Please submit SWF with embedded tracking tag and click-thru URL.
Napster.com Web page	728x90	JPG, animated/static GIF, HTML, third-party served tags, rich media (see below), static GIF/JPG in email	25K	1	Doubleclick, Atlas, Mediaplex, and Eyeblander tags accepted. All SWF files must be accompanied by source and font files; must play up to 12 frames/second max in main timeline. Please submit SWF with embedded tracking tag and click-thru URL.
RICH MEDIA, VIDEO, and CUSTOM INTEGRATION					
Format	Dimensions	Accepted File Types	Max File Weight	Max Animation	Special Requirements
Expandable banners	728x90, 160x600	Third-party served	20K initial download	2:00	Audio and animation must be user-initiated and resolve to original dimensions when the user mouses away. Max expansion on leaderboard is 728x200; max expansion on skyscraper is 300x600.
Video :15 sec pre-roll	320x240	<ul style="list-style-type: none"> Electronic: FLV, AVI, MPEG, MOV, WMV, other unencoded formats Physical: Digital Beta, DVCAM, MiniDV, DVD, VHS 	1.5MB	:15	Please deliver the following: 1) video ad asset; 2) exit URL to client site; 3) tracking requirements; 4) agency 1x1 click-thru and view-thru tracking tags (optional). Please contact your account manager for FTP drop box or mail delivery information, and indicate whether this is a physical or digital file. Video MUST be accompanied by static 300x250 (no third-party serving). Advertiser must supply at least two creatives each for video and companion ads for any SOV over 15% during a given time period.
Homepage skin	Suggested: 1024x1086 (gradient fade at 580 length); 815x50 catwalk	PSD, EPS, high-res JPG or GIF	60K skin; 20K catwalk	No animation	Advertiser must purchase 100% SOV on a daily basis for no longer than one week, and skin must be served in conjunction with 300x250. Option 1: Advertiser delivers high-res logo and key art to account rep; Napster creative team creates comp of skin and catwalk; advertiser is granted one round of approval. Option 2: Advertiser provides example and cut art to Napster for approval under the following specs: The current homepage is designed for a screen resolution of 1024 x 768. There are 100 pixels available for skinning on each side of the page at that resolution. The skin can be made much wider than the 100 pixels on each side, which would be visible to someone who has a larger monitor set at a higher resolution. The skin can either be a single image or it can graduate into a solid color; either way, the supplied JPG should not be more than 1600 pixels wide and no larger than 60K. The catwalk is 815x50 and should be no larger than 20K. Skin is served by Doubleclick and requires a turnaround of ten (10) business days upon receipt of creative.
Web-player skin	770x495	PSD, EPS, high-res JPG or GIF	50K	No animation	Advertiser must purchase 100% SOV on a daily basis for no longer than one week, and skin must be served in conjunction with 320x240 video and 300x250. Advertiser delivers high-res logo and key art to account rep; Napster creative team creates comp; advertiser is granted one round of approval. Skin is served by Doubleclick and requires a turnaround of ten (10) business days upon receipt of creative.
Custom and sponsored playlists	n/a	PSD, EPS, high-res JPG or GIF	n/a	n/a	Please contact your account manager for details on custom and sponsored playlists.