



MAKING OUR AUDIENCE YOUR CUSTOMERS

CSO Online Material Specifications

sales CONTACTS

For more information, please contact your CSO sales executive or:
Brian Glynn
508.935.4586
bglynn@cxo.com

For more information about specs, contact:
Bill Rigby
508.820.8111
brigby@idgenterprise.com

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SUBMISSION GUIDELINES

- Ads must conform to all specifications outlined herein. Creative that does not conform may be returned for revision, which may impact the launch date.
- For traditional ad sizes, creative is due 5 business days before the launch date to ensure thorough testing. Although we make every effort to accommodate late creative, be aware that it may impact the launch date. For custom built or lead gen units, turnaround times are listed in this document.
- 3rd party tags must be live upon submission to ensure thorough testing.
- Creative should function properly on all publicly released browsers and operating systems. We will not be responsible for troubleshooting creative with compatibility issues and reserve the right to filter conflicting browsers and operating systems if they negatively impact the user experience. Be aware that compatibility issues may impact our ability to meet the contracted goals.

TRADITIONAL AD SIZES ACCEPTED*

- 728 x 90 (leaderboard)
- 300 x 250 (IMU)
- 336 x 280 (IMU)
- 336 x 600 (half-page ad)

**Contact your sales representative if you have questions about specific file formats not listed. We support many of the IAB standard ad units.*

CRITICAL CREATIVE SPECIFICATIONS

- 3rd PARTY TAGS: Javascript tags accepted. No iFrames. If creative is rotated through the tag without notification, we reserve the right to pause the creative. This may impact our ability to meet the contracted goals. Pop-ups only with approval.
- MAX FILE SIZE: 39k (Also applies to polite loads. Does not apply to 3rd party tags)
- SYNCED AD UNITS: Not accepted
- ANIMATION: Accepted. Please limit to 15 seconds
- LOOPING: Allowed, 3 loops max
- AUDIO: Accepted. Must be user-initiated
- VIDEO: Accepted to 1 Mb file size & must true stream, with polite load. May auto-start. Stop or Pause is required.
- FRAME RATE: 30fps max
- RICH MEDIA: Accepted from all trusted vendors including adInterax, Atlas, DoubleClick Motif, EyeBlaster, EyeWonder, LinkStorm, PointRoll, Yahoo!
- FLASH: Accepted, all publicly released versions. Please supply a backup .gif file for users who do not support Flash. Click URL's must not be hard-coded. Please incorporate the following action/click-tag into the Flash file so that we may control and track the click-through URL:

```
on(release){
  getURL(_level0.clickTag,"_blank");
}
```





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ADVERTISER-SUPPLIED AD UNITS

Expanding Ads

- All expanding ads should be user-initiated on roll over
- Expanding ads should auto-collapse on roll off and contain a close button
- 336x280/300x250: Expands to the left and down to max size 672x280
- 728x90: Expands down only to max size 728x270

Floating / Over the Page Units

- Floating elements should disappear after 5 seconds and resolve into fixed unit
- Floating object should not exceed 200x200 in size
- Floating elements must be capped to 1 impression per day, per user

Welcome Ad / Interstitial Units

- Ad unit dimensions: 640x480 pixels
- File Size: 100k max
- File format: .swf, .gif, .jpg
- Elements can animate for a maximum of 10 seconds, then the unit should pause on a static frame
- Frame rate: 30fps max
- Looping not allowed
- Audio must be user-initiated
- Video must contain stop/pause controls
- What we track: Impressions & clicks

Video Welcome Ad

- Video Formats: .flv; file size 6 MB max
- Video Length: :10, :15 or :30 sec (please do not exceed :30 sec)
- Video Aspect Ratio: 16:9 (preferred), 4:3
- Company Logo: 88x31: 10k max
- Click-Thru URLs: used when someone clicks the video

Home Page Road Block

- Banner sizes include: 728x90 and two 336x280/300x250
- 160x600 may be included (speak with your sales rep)
- Please refer to overall banner specifications
- What we track: Impressions & clicks

Pushdown Ad Unit

- Runs Run-Of-Site
- Auto expands as page loads: Capped 1x per visitor, per day
- Closed 989x24 px expanded 989x210 px

CUSTOM-CREATED AD UNIT





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Ticker Ad Unit

- Runs in topic areas or home page
- Logo in .eps or hi-resolution .jpg format
- Max 75 characters of text including spaces
- Click through URL
- What we track: Impressions & clicks
- Turnaround/Build time: Up to 5 days from when creative is received

Content Integration Unit

- Runs in topic areas or home page
- Logo in .eps or hi-resolution .jpg format
- Provide 3 assets (i.e., Webcasts, Case Studies and/or White Papers) to be posted within the Content Integration Program unit
- Please submit Title for each asset (50-60 character limit including spaces)
- Description for each asset (250-300 character limit including spaces for each asset)
- Destination URL to asset or PDF of asset
- Turnaround/Build time: Up to 5 days from when creative is received

Windowshade Ad Unit

- Up to 8 assets (5 recommended)
- Please submit Title for each asset (50-60 character limit including spaces)
- Description for each asset (250-300 character limit including spaces for each asset)
- Destination URL to asset or PDF of asset
- Logo in .eps or hi-resolution .jpg format
- Imagery you would like incorporated into the unit
- Preferred color palette (if applicable)
- Turnaround/Build time: 7-10 days from when creative is received

Content Reel

- Runs in topic areas or home page
- Logo in .eps or hi-resolution .jpg format
- Provide up to 5 assets (i.e., Webcasts, Case Studies and/or White Papers)
- Please submit Title for each asset (50-60 character limit including spaces)
- Description for each asset (250-300 character limit including spaces for each asset)
- Destination URL to asset or PDF of asset
- Turnaround/Build time: 7-10 days from when creative is received

CUSTOM-CREATED AD UNITS (CONTINUED)



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Carousel Ad Unit

- Logo in .eps or hi-resolution .jpg format
- Provide up to 5 assets (i.e., Webcasts, Case Studies and/or White Papers)
- Please submit Title for each asset (50-60 character limit including spaces)
- Description for each asset (250-300 character limit including spaces for each asset)
- Destination URL to asset or PDF of asset
- Turnaround/Build time: 7-10 days from when creative is received

Thinker Ad Unit

- Runs in 728x90 ad space
- Logo in .eps or hi-resolution .jpg format
- Provide 1 video and 3 assets (i.e., Webcasts, Case Studies and/or White Papers)
- Turnaround/Build time: 7-10 days from when creative is received
- For the 3 assets:
 - » Please submit Title for each asset (50-60 character limit including spaces)
 - » Description for each asset (250-300 character limit including spaces for each asset)
 - » Destination URL to asset or PDF of asset
- For the video:
 - » Provide .swf, .mov or .wmv format, 30fps max, 336x280 or similar dimensions
 - » 2 Mb file size limit

Catfish Ad Unit

- Logo in .eps or hi-resolution .jpg format
- Currently built using creative from existing campaign (no deliverables)
- Turnaround/Build time: 7-10 days

AdVisor Ad Unit

- Runs in 982x268 ad space
- Logo in .eps or hi-resolution .jpg format (brand guidelines if needed)
- Background imagery (982x268), if none provided, an appropriate background will be selected
- Provide 3-7 assets (minimum of 3 White Papers, maximum of 2 non-White Paper assets, i.e. video)
- Destination URL to asset or PDF of asset
- Please submit main question, i.e. "How can you increase your ROI using virtualization?" (50-75 character limit including spaces)
- Please submit name of topic library to appear on the top right side navigation in the ad unit
- Please submit a Title for each asset (40-50 character limit including spaces)
- Description for each asset (250-300 character limit including spaces for each asset)
- Call to action for each asset (40-50 character limit including spaces for each asset)
- Turnaround/Build time: 5-7 days from when creative is received



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Drop Tab Ad Unit

- Runs in 728x90 ad space
- Logo in .eps or hi-resolution .jpg format
- Provide up to 5 assets (i.e., Webcasts, Case Studies and/or White Papers)
- Please submit Title for each asset (50-60 character limit including spaces)
- Description for each asset (250-300 character limit including spaces for each asset)
- Destination URL to asset or PDF of asset
- Turnaround/Build time: 5-7 days from when creative is received

Tech Deck

- Logo .eps format
- Power point deck to be displayed within unit
- Asset to run within unit (Title, Description, PDF or URL to asset)
- Recommendation: Asset should relate to PowerPoint
- Turnaround/Build time: 7-10 days from when creative is received

MISCELLANEOUS AD TYPES

Sponsored Text Links

- 55-70 characters of text
- Linking URL
- What we track: Clicks only
- Impressions are estimated. We cannot support impression tracking tags
- Turnaround/Build time: Up to 5 days from when creative is received

E-mail Newsletter Sponsorship

- Headline: A maximum of 40 characters, including spaces
- Copy: 350 character limit, including spaces
- Submit company name as it should appear as the sponsor of the newsletter
- Newsletter Creative Policy: Previously submitted e-mail newsletter copy will be used unless new copy is received by deadline date. CSO is not responsible for typos in the text submitted
- Delivery: During holidays or for technical reasons, newsletters may be mailed after the date specified in the insertion order
- Turnaround/Build time: Creative not received 5 days before newsletter deployment may not run as scheduled. Please deliver newsletter creative on time!



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LEAD PROGRAMS

Editorial eGuide Sponsorship

- Logo
- Title for assets (up to 5)
- Asset descriptions, no more than 50 words - Descriptions may be used as the basis for promotional copy. We develop promotional copy in-house and will optimize for our audience as needed.
- Destination URL for each asset
- Turnaround/Build time: 7-10 days from when creative is received

Guarantee White Paper Programs

- Submit advertiser name as it should appear
- White Paper subject line as it will appear on CSOonline.com (50-60 character limit including spaces)
- White Paper description as it will appear on CSOonline.com (250-300 character limit including spaces. Descriptions may be used as the basis for promotional copy. We develop promotional copy in-house and will optimize for our audience as needed.)
- Destination URL to White Paper or PDF of White Paper
- If submitting a PDF file, maximum file size is 1MB and PDF should be optimized for Web
- Client encouraged to provide up to 5 keywords that best describe White Paper, so that CSO may leverage keywords for search at their discretion
- Up to 2 non-required custom questions for registration form
- Client logo (.gif or .jpg) 120x60
- E-mail address for leads (if applicable)
- Turnaround/Build time: Up to 5 days from when creative is received

Webcast Audience Development Program

- Submit advertiser name as it should appear
- Webcast subject line as it will appear on CSOonline.com (50-60 character limit including spaces)
- Webcast description as it will appear on CSOonline.com (250-300 character limit including spaces). Descriptions may be used as the basis for promotional copy. We develop promotional copy in-house and will optimize for our audience as needed.
- Destination URL to webcast without registration form in place (in order for CSO to capture leads through its registration form system)
- Up to 2 non-required custom questions for registration form
- Client logo (.gif or .jpg) 120x60
- E-mail address for leads (if applicable)
- Turnaround/Build time: Up to 5 days from when creative is received



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LEAD PROGRAMS (CONTINUED)

Solution Center

To be provided by client:

- Website URL(s) to show what the “look & feel” will be for Solution Center (i.e. link to a landing page within corporate website)
- High-resolution artwork for Solution Center
- Solution Center name. The name should be 20 characters or less
- An .eps version of client’s logo
- Copy for any special quotes or taglines to be featured
- Teaser copy: 20 words to three paragraphs describing the microsite
- Titles (50-60 character limit including spaces) and descriptions (250-300 Character limit including spaces) for White Papers, case studies, Webcasts, online demonstrations and videos to be featured in solution center. Please also provide links or copies of assets (without registration forms in place). Descriptions may be used as the basis for promotional copy. We develop promotional copy in-house and will optimize for our audience as needed.
- Up to 2 non-required custom questions for registration form
- If featuring banner advertisements within solution center (336x280 and/or 728x90), please e-mail the banners and destination URLs
- Turnaround/Build time: Up to 10-15 days from when creative is received

Video

Client’s video featured in the “latest” section in the CSOonline.com Video Library

Items to be provided by client:

- Video headline (35-60 character limit including spaces)
- Video description (230 character limit including spaces)
- Pre-roll, optional (10-15 seconds suggested. Pre-roll specs available at: <http://studio.brightcove.com/library/help/ad-specs-pre-roll.cfm>)
- Client provided video (Video accepted as .flv file. Encoding specs are available at: <http://www.brightcove.com/library/help/ad-specifications.cfm>)
- Video player layout options:
 - » Option 1 (must provide both banner sizes): 468x60 and 300x250
 - » Option 2: 468x60
 - » Option 3: No banner advertisements
 - » Flash banners in the video player may require additional time for testing
- Turnaround/Build time: Up to 5 days from when creative is received



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LEAD PROGRAMS (CONTINUED)

Co-Branded E-mail Campaign

- Co-Brand E-mail will state “Brought to you by CSO”
- Company Logo in .jpg format (350x50 max dimensions)
- Email Subject Line: 50 character maximum including spaces
- Email Body Text – 250-300 characters including spaces (Please include 2 “call to actions” within the copy if possible)
- Destination URL
- Test & Seed List. The test list includes email addresses of those you would like to receive the test of the email blast and the seed list includes those you would like to receive the actual deployment of the blast.
- E-mail Best Practices Highlights
 - » Always use a strong subject line; this often determines if the e-mail gets opened.
 - » Content should be easy to scan. Readers scan for points of interest; use chunks of content with white space between.
 - » Do not use red, white or gray text. It decreases deliverability and reputation because most ISPs use it to identify SPAM.
- Turnaround/Build time: Creative not received 5 days before email deployment may not run as scheduled. Please deliver creative on time!

*Please note:

- Regarding Suppression Files:
 - » Applying Client Opt out files is legally unnecessary and will limit the number of qualified IT Professionals available to you. Many of IT professionals choose IDG as their trusted source, and request we filter and send topically relevant programs to them. Removing this qualified IDG audience via a Clients' suppression file is discouraged.
- Regarding the Co-Brand Email Blast Format:
 - » Text email promotions with minimal images are deployed for the best deliverability and response rates with the IDG Enterprise audiences. HTML increases the likelihood of the blast being caught in spam filters as well as increases the likelihood of the blast encountering technical/visual obstacles as pre-defined code will be adjusted to fit into the framework of our email deployment platforms and would require longer turn-around times and additional testing prior to deployment.