

ONE PLANET MARKETING MEDIA KIT

Advertising Guidelines

APPROVAL

All advertisements are subject to One Planet Marketing (OPM) approval prior to placement on the site. OPM does not review the contents of any advertisements, however, we may check advertisements for technical compliance with our specifications. OPM reserves the right to preserve the user experience of its sites, and reserves the right to remove any Advertisement which is deemed annoying and/or harmful to our users at any time.

AUDIO

- The audio stream must be initiated by user click. No mouse-over or automatic starts.
- The audio stream may not exceed 15 seconds.
- Audio must be encoded with volume less than or equal to -12 db.
- All Ads must have clearly visible stop and start audio controls.

LINK URL

Link URLs must be domain name based and cannot be the IP address, ie.

<http://194.106.106.33> is not allowed, but <http://www.company.com> is allowed.

PLUG IN BEHAVIOR

Users must never be prompted to download a plug-in. If plug-in is not available, then an alternative image must be served.

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CLICK-THROUGH BEHAVIOUR

All Ads will open in a new window, except links leading to REDSEAREALESTATE.INFO internal pages.

Requirements

STATIC ADS

- Gif / Jpeg file
- Clickthrough URL
- Alternative text (max: 30 characters)

FLASH ADS

- SWF file
- Backup Gif for non-flash users (max: 20KB)
- Clickthrough URL

For the Ad to clickthrough within our Ad systems an invisible / transparent click layer needs to be added on the topmost layer of the flash file. Attach this command to the button:

```
on(release) {  
  
    getURL(clickTAG);  
  
}
```