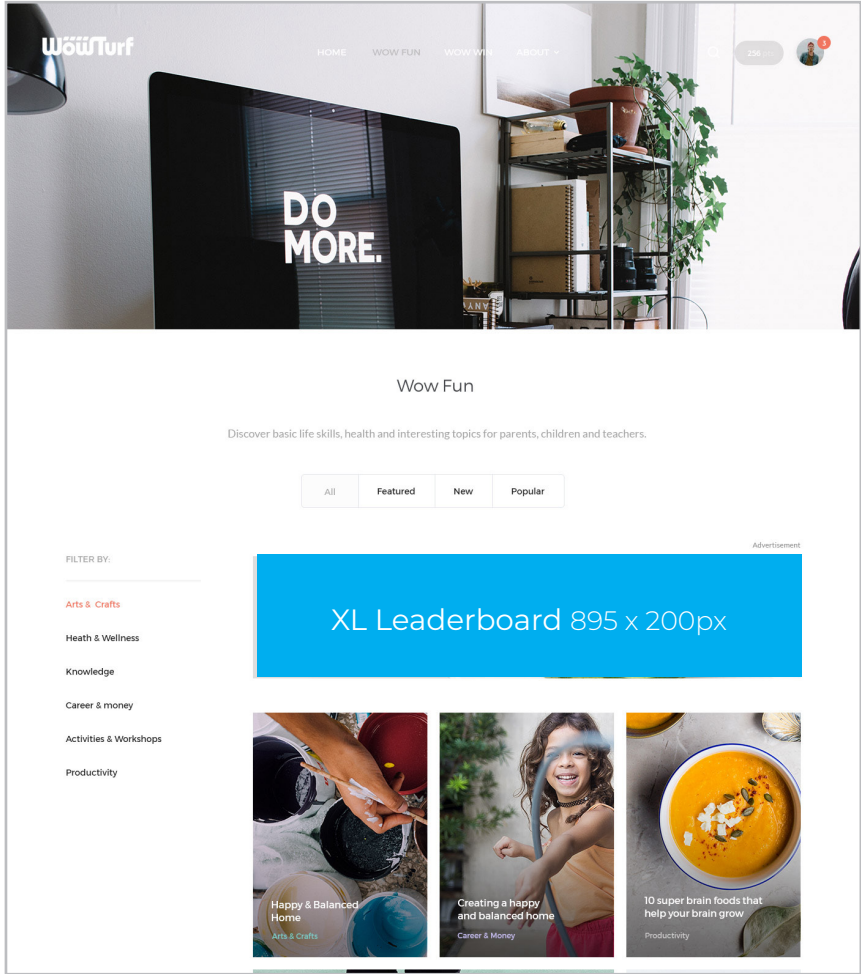


WowTurf / Digital display advertising specifications

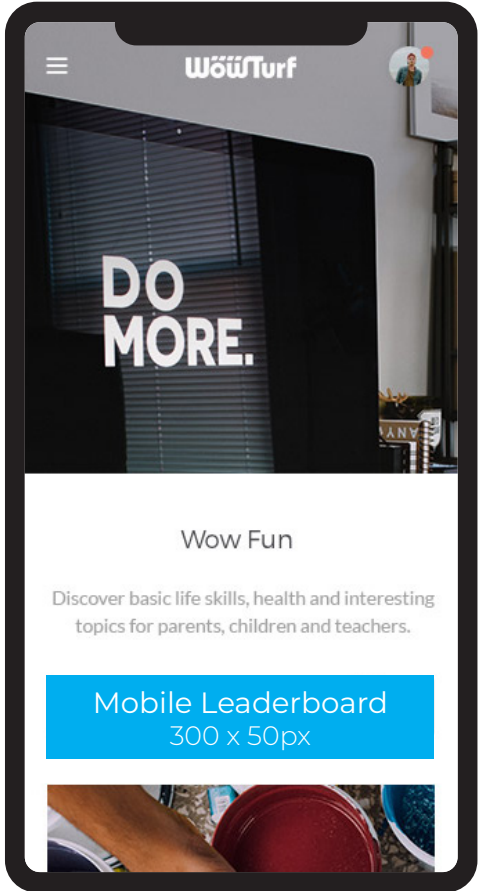
Banner Specs

Creative unit	Published to	Dimensions (WxH in px)	Max file load size	File formats	Max Looping + animation length	Max Frame Rate	Labeling Requirements, Font size, etc.	Implementation Notes & Best Practices	Submission lead-time
XL Leaderboard	Desktop only	895 x 200	40KB	Jpeg, GIF, PNG	3 loops / 15 sec	24fps	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	Ensure images are mobile web optimized; do not use Flash™ assets; landing pages must be mobile optimized; include dimensions in file name	Min 3 business days before campaign start
Mobile Leaderboard	Mobile only	300 x 50	15KB	Jpeg, GIF, PNG	3 loops / 15 sec	24fps			Min 3 business days before campaign start
Medium Rectangle	Desktop / mobile	300 x 250	40KB / 15KB	Jpeg, GIF, PNG	3 loops / 15 sec	24fps			Min 3 business days before campaign start
XL Rectangle	Desktop only	895 x 540	40KB	Jpeg, GIF, PNG	3 loops / 15 sec	24fps			Min 3 business days before campaign start
Wow Win Ad Listing	Desktop / mobile	600 x 450	40KB / 15KB	Jpeg, GIF, PNG	no looping	no frames			Min 3 business days before campaign start

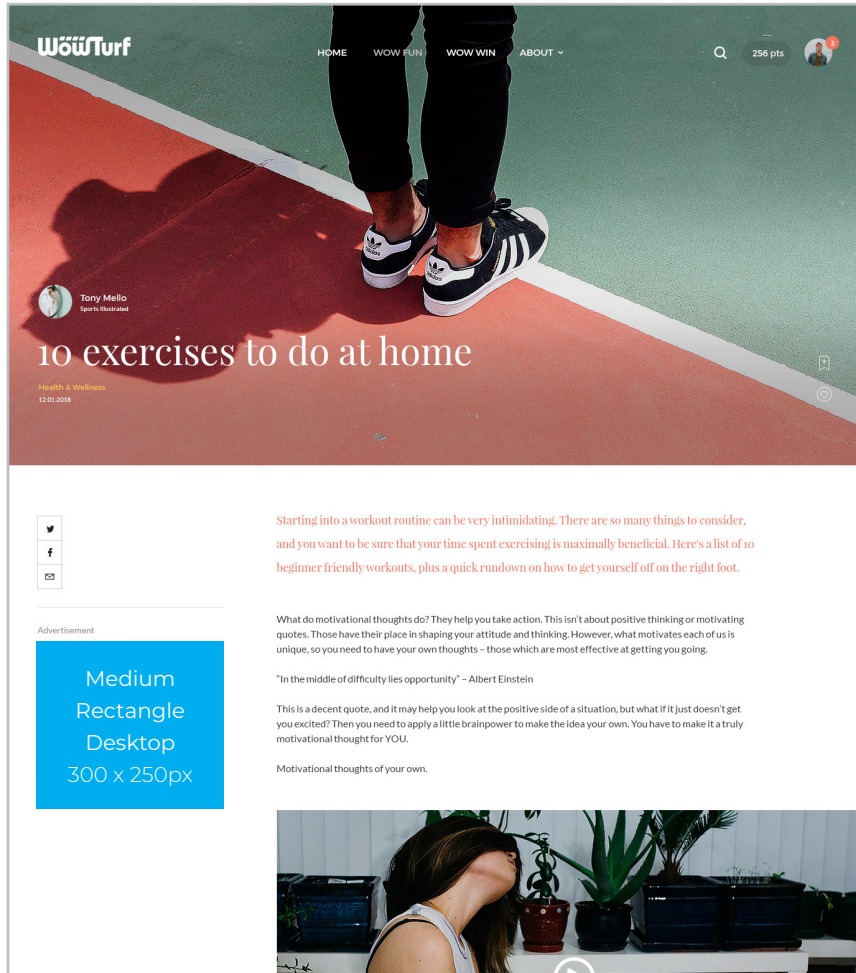
XL Leaderboard / Desktop



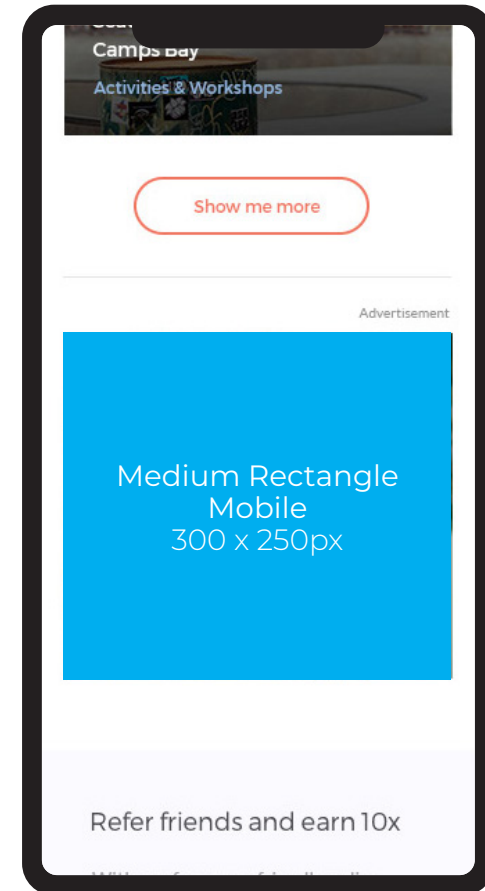
Leaderboard / Mobile



Medium Rectangle / Desktop




Medium Rectangle / Mobile



Default Ad Listing / Desktop

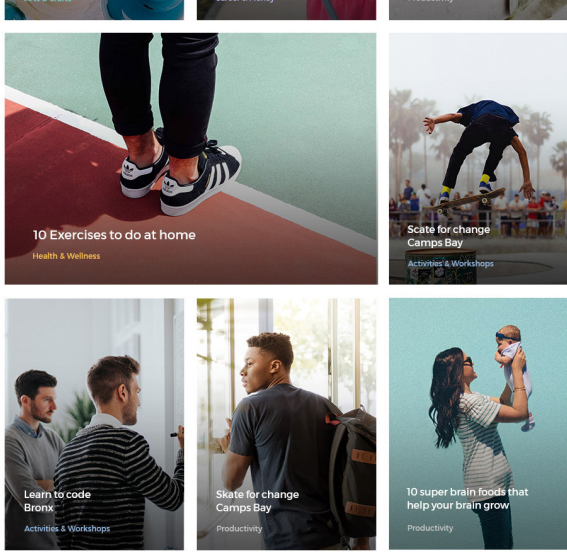
Wow Win

Interact with ads and surveys to win educational funding for you or pass it along to anyone you choose.



Wow Win Ad Listing
600 x 450px

XL Rectangle / Desktop



Advertisement

XL Rectangle 895 x 540px

WowTurf / General display ad-submission guidelines

General Content Standards

- White ads must have a distinct border to clearly identify where the page ends, and advertisement begins.
- Sponsor of the advertising message must be clearly identified.
- Advertiser's landing page must match the offer being made in the advertisement.
- An ordinary person must be able to make an informed decision from the offers in the ad.
- It is the advertiser's responsibility to ensure that all product claims, warranties, guarantees or other assurances comply with applicable laws & regulations.
- Destination landing URLs must be crawlable for search engines (i.e. search engines have to be able to navigate to the page).
- Ad unit and landing page must have detailed disclosures as appropriate; in particular, full terms and conditions of the offer must be easily accessible on landing page.

Creative CANNOT

- Use "bait and switch" tactics, e.g. advertising that promotes an unavailable product or price as a means of luring the user into purchasing a different product.
- Display false functionality - contain graphics that simulate interactivity where no such interactivity exists.
- Resemble error messages or Windows/Mac/Unix dialogue boxes.
- Prompt a download (except for mobile app install campaigns).

Subjective Content

- Astrology, horoscopes, psychic services or other related services.
- Creative CANNOT imply that there are scientific groundings to such services and/or promises of wealth or good fortune.
- All ringtone/cell phone offers must disclose the details of the service, particularly when the offer requires a subscription.
- Ads for promotions (contests, sweepstakes, special offers):

WowTurf / General display ad-submission guidelines

Subjective Content Continued...

- Creative CANNOT imply that the promotion is approved or endorsed by any government entity.
- MUST offer a fair opportunity for all entrants to win
- Chance based promotions MUST clearly disclose that no purchase is necessary
- CANNOT claim “everyone wins”, or suggest that user was specially selected to receive a prize
- CANNOT suggest that a payment by the winner is necessary to claim a prize (except for applicable taxes)
- MAY NOT imply that the mere act of clicking a button is sufficient to win (e.g. “Win a car! Click here!”)
- Ads for food products must comply with applicable laws & regulations regarding definitions/restrictions on food-related descriptive words
- The use of the word “Free” in any ad MUST fully comply with all state and federal guidelines, and disclose all material terms and conditions to obtain the free item; in particular, ad units which claim to offer “free gifts” which in fact require the user to sign up for one or more offers, trial subscriptions, etc., must disclose how many offers the user must complete before receiving the gift.
- CANNOT Suggest that the product alone is effective for weight loss or make any unrealistic claims about the amount of weight that can be expected from the product
- MUST, where weight loss claims are made or implied, contain a disclaimer such as “results not typical; individual results may vary”.

Unacceptable Content

- We will not accept ads for the following products: Adult products (films, magazines, websites, toys, etc.), nudity, alcohol, drugs, lotteries, casino services, online casinos, gambling portals, gambling educational sites, tobacco products, political messages, religious messages, degrees for sale or offered by non-accredited universities or programs, firearms, ammunition, fireworks, loan products which require upfront fees, products/services that claim to repair bad credit, securities (stocks, bonds, notes, warrants, options, etc), insider tips on a particular stock or commodity, or anything else deemed by Wowturf to not be suitable for the platform.