mcma
Motion Control & Motor Association

TECHNICAL SPECIFICATIONS

ONLINE, E-NEWSLETTERS & WEBINARS

CONTACT

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This document outlines the specifications companies should adhere to when submitting materials for Motion Control Online advertising, E-Newsletter advertising and webinar sponsorships.

Materials submitted must comply with the requirements outlined in this document.

DUE DATES

Online and E-Newsletter ads and logo require ready-to-use digital files or images two weeks in advance of run date. All files must be 72 dpi, RGB and files must not exceed size limits.

Webinar logos are due upon sponsorship booking and webinar presentations are due two weeks in advance of live webinar.

All files should be emailed to advertise@motioncontrolonline.org.

DIGITAL ADVERTISING AND E-NEWSLETTER SPECIFICATIONS

HOME PAGE BANNER AND INTERNAL BANNER ADS

Please supply the URL link for the file. JPG and GIF files must be 150K or less; flash files must be 250K or less. When providing a flash file (.swf), you must also provide a static file (.jpg or .gif).

Dimensions (pixels): 970 x 90
Formats: JPG / GIF / SWF
Size: 250K or less
Animation Length (seconds): 20 sec.

BUTTON ADS

Please supply a URL link for the file. All Button Ads must contain a black, 1 pixel rule around the ad unless the background color of the ad is black. Animated gif ads should have a rule around each frame.

SMALL:
Dimensions (pixels): 200 x 150
Formats: JPG / GIF / SWF
Size: 250K or less
Animation Length (seconds): 20 sec.

LARGE:
Dimensions (pixels): 200 x 275
Formats: JPG / GIF / SWF
Size: 250K or less
Animation Length (seconds): 20 sec.

SKYSCRAPER ADS

Please supply a URL link for the file. JPG and GIF files must be 150K or less; flash files must be 250K or less. When providing a flash file (.swf), you must also provide a static file (.jpg or .gif). Please also provide a color company logo file in addition to the 200 x 600 ad. Logo file should be 72 dpi.

Dimensions (pixels): 200 x 600
Formats: JPG / GIF / SWF
Size: 250K or less
Animation Length (seconds): 20 sec.

E-NEWSLETTER ADS

Please provide a color company logo file. Logo files must be 72 dpi; JPG or GIF; file size must not exceed 30 kb; and files must be RGB.

ANIMATED FILE REQUIREMENTS

GIF files may be animated. Recommended animation length is no longer than 20 seconds and includes multiple loops. **Animation must stop after 20 seconds**.

Flash (SWF) banners and buttons submitted to the website must include the common "clickTag" code for linking to a website. The code below should be included on all buttons within the Flash ad. **Animation must stop after 20 seconds**.

If using Adobe Flash:

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

If using Adobe Animate CC:

```
import flash.events.MouseEvent;
import flash.net.URLRequest;
import flash.net.navigateToURL;

/*Button instance should be named 'btn'*/
btn.addEventListener(MouseEvent.MOUSE_UP, onClick);

function onClick(e:MouseEvent):void {
        navigateToURL(new URLRequest(root.loaderInfo.parameters.clickTag), '_blank');
}
```

Including the _root is not a requirement for "clickTag", but is preferred so as Flash buttons in multiple layers of the advertisement will click correctly. Additional information regarding the use of clickTag for online advertising can be found at the Adobe website: www.adobe.com/resources/richmedia/tracking.

Upon submitting artwork for an ad, you will be asked to supply a website address to where the ad should link when clicked. Direct URLs embedded in a Flash document should not be utilized for advertising on the Vision Online website.

Flash advertising MUST also be accompanied by a static JPG or GIF of the same ad.

FEATURED PRODUCT ADS (MCMA MEMBERS ONLY)

Featured products ads are built by the website with the images and text you supply for the ad and for the Product Catalog (you do not submit a finished 300 x 200 ad file; you submit the thumbnail and full sizes noted below).

Two image sizes need to be supplied (full and thumbnail).

Version: Full	Dimensions (pixels): 300 x 300	Restrictions: Height or Width May Be Smaller
Version: Thumbnail	Dimensions (pixels): 150 x 150	Restrictions: Exact Size

In addition to the full and thumbnail images, please provide the following text:

• Title - maximum is 35 characters (including spaces)
• Descriptive text for ad (teaser text) - maximum is 120 characters (including spaces)
• Detailed product description – maximum 2000 characters (including spaces)

Featured Product ads link to your product in the Product Catalog (see specs below).

PRODUCT CATALOG

Your products/services will all link to your **Company Profile Page**, which has your full contact details, link to your website plus your company videos, news, articles and technical papers listed.

There are two image sizes that should be uploaded for product/services: Full and Thumbnail. Below are the specifications for both file sizes.

Version: Full	Dimensions (pixels): 300 x 300	Restrictions: Height or Width May Be Smaller
Version: Thumbnail	Dimensions (pixels): 150 x 150	Restrictions: Exact Size

Upon upload of the thumbnail version, the website will automatically create a second thumbnail file (for use in search results) with the exact proportions - just smaller (50 x 50). This does not require any other files to be submitted. The website will not resize or crop the full version to fit within the thumbnail version. Therefore, if only the full version is supplied, the thumbnail will remain blank. If only the thumbnail version is supplied, the full version will remain blank.

You will be asked to provide a product or service name, optional model number and a detailed description of your product (**up to 2000 characters including spaces**). Avoid using your company name in the product name as your company name will automatically appear. You will also be able to assign specific categories to your products/services. All files must be 72 dpi, RGB and files must not exceed size limits.

WEBINAR SPONSORSHIP SPECIFICATIONS

WEBINAR SPONSOR

- Provide a color company logo file. Logo files must be 72 dpi; JPG or GIF; file size must not exceed 30 kb; and files must be RGB.
- Provide contact information for the person that should receive the leads generated from the webinar.

WEBINAR SPONSOR & PRESENTER

- Provide a color company logo file. Logo files must be 72 dpi; JPG or GIF; file size must not exceed 30 kb; and files must be RGB.
- Provide contact information for the presenter and the person that should receive the leads generated from the webinar.
- The presenter will give a live, non-commercial webinar presentation (up to one hour), moderated by MCMA, on a mutually agreed upon date.
- The presenter will provide content in an MCMA PowerPoint template which will be sent to MCMA one week in advance of the live webinar. The PowerPoint presentation will include a title slide, sponsor slide (presenter company logo + any other sponsor logos) and exit slides with sponsor logos as well as presenter contact information.
- The presenter does one practice run-through of the presentation with MCMA staff prior to the live date to get familiar with the Go To Webinar software used for webinars.

EXCLUSIVE WEBINAR SPONSOR

- Provide a color company logo file. Logo files must be 72 dpi; JPG or GIF; file size must not exceed 30 kb; and files must be RGB.
- Provide contact information for the presenter and the person that should receive the leads generated from the webinar.
- The presenter will give a live, non-commercial webinar presentation (up to one hour), moderated by MCMA, on a mutually agreed upon date.
- The presenter will provide content in an MCMA PowerPoint template which will be sent to MCMA one week in advance of the live webinar.
- The presenter does one practice run-through of the presentation with MCMA staff prior to the live date to get familiar with the Go To Webinar software used for webinars.