



→ **STATISTICS**

Unique Users: 450,000 / per month

Visits: 675,000 / per month

Page Views: 6,000,000 / per month

Time spent per session: 16:00

Web site: <http://www.chilango.com/>

→ **USER PROFILE**

Men and women with a highly disposable income who enjoy Mexico City's best entertainment.

<p>Age: 18 – 38 years old</p>	<p>Sex: Men: 60% Women: 40%</p>	<p>NSE: ABC+</p>
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→ **MAIN CHANNELS**

Listados. The best listings made with the avant-garde vivacity of Chilango.comeditors.

Chilangoteca. Mexico's best magazine online.

Guía. The most complete, funny and addictive Mexico City guide.

→ **RATES 2010 (USD)**

For rates, ask your GEE Media Advisor

→ Specifications

Banner type	
728 x 90	SWF / GIF / JPEG 20k, 30 Sec max animation, 30k rich media max size
300 x 250	SWF / GIF / JPEG 20k, 30 Sec max animation, 30k rich media max size
120 x 60	GIF / JPEG, 5k, 30 Sec max animation, no rich media
245 x 90	SWF / GIF / JPEG 10k, 30 Sec max animation, 30k rich media max size
Newsletter 300 x 250	GIF / JPEG 35k; no rich media
Newsletter 728 x 90	GIF / JPEG 35k; no rich media

IMPORTANT:

For all Flash and rich media specifications, please see our detailed specs document.

→ Ad Specs On line Web Sites

Expansión Online supports a wide variety of interactive advertising technologies and formats designed to maximize the impact of your advertising message.

Accepted Formats

- Standard Banners: GIF, JPEG, Standard 3rd Party Tags.
- Standard Rich Media: Flash, HTML, 3rd Party Rich Media.
- Email Newsletter Banners: GIF and JPEG only.

Lead Times

Expansión Online requires 5 business days prior to campaign launch dates for receipt of standard banner creative assets and 10 days for standard rich media creative assets.

→ Submission Process

Please send advertising creative to the following address:

Berenice Torres: btorres@expansion.com.mx

Michelle Carrillo Roa: mcarrillo@expansion.com.mx

In the subject line of the email please include the following: Site name - Advertiser - Brand - Flight Dates.

In order to help us implement your contract as quickly and efficiently as possible, please supply the following in your email:

1. Advertiser name as it appears on the insertion order/contract
2. Campaign name
3. Submitter's name, phone number, and email address
4. Site name (i.e. CNNExpansion.com)
5. Expansión Online sales representative
6. Contract start/end date
7. All creative banner sizes and creative assets required for flight. No contract can be finalized without proper creative sizes. File names can be comprised of any number and type of characters as long as they constitute a valid Microsoft Windows filename. For example: No commas (,) No exclamation points (!) Maximum of three creative banners per media plan line item
8. Destination URL for creative. No contract can be finalized without working URL. If viable URL is not included, Expansión Online will default to the URL identified in the contract.
9. If you have any special instructions required for the contract, please submit them in a detailed spreadsheet, including filenames of additions and deletions, start and end dates, and the corresponding line item description.

In the case of extreme negative user feedback / interference, Expansión Online reserves the right to pull creative prior to campaign delivery. Advertiser would then have the right to make good impressions with other mutually acceptable inventory.

→ **Banners for Cnnexpansion.com. and Chilango.com**



Standard Banner Size	Standard File Size	Rich Media File Size	Max Animation Time	Max Banner Expansion	Max Expansion File Size
728x90	20k max	30k max	30 seg.	728x270	70k
336x280*	20k max	30k max	30 seg.	500x500	70k
120x60	5k max	N/A	30 seg.	N/A	N/A
Newsletter	20k max	N/A	30 seg.	N/A	N/A

- (1) Note: Only on Chilango.com and Quien.com
- (2) 728x90 and 336x280

→ **Other formats for Quien.com and QuoWeb.com.mx sites**

Standard Banner Size	Standard File Size	Rich Media File Size	Max Animation Time	Max Banner Expansion	Max Expansion File Size
728x90	20k max	30k max	30 seg.	728x270	70k
120x600	16k max	25k max	30 seg.	400x600	70k

- (1) Balance.com.mx and Quoweb.com.mx
- (2) Only on Quoweb.com.mx
- (3) Only on RevistaVuelo.com.mx

Expansion Guidelines and Additional "Polite" File Load

- Creative pixel sizes include banner and panels.
- 728 x 90 expands down only.
- 336 x 280 expands left or down.
- Method of expansion and un-expansion must be the same.
- Expansion "hotspots" must be clearly identified. "Hotspots" cannot exceed 33% of ad space; - horizontal "hotspots" cannot exceed 50% of horizontal pixel length; vertical "hotspots" cannot exceed 50% of vertical pixel length.
- Additional load must terminate immediately when a user clicks off the page.
- Combined file size for initial and polite load is 100K maximum unless otherwise indicated.

Expansion Guidelines

- No host initiated expansion on the Expansión Online Homepage, Stock Quotes and Pre-Market pages.
- Controls: Mandatory "Close" button in top right corner.
- Frequency Cap: Host initiated expansion capped at the one display per user every 12 hours.

Submission Requirements

- Advertiser/agency/vendor must deliver two tags—one tag that has the host initiated experience with a backup and a second tag that has the backup.
- Expansión Online does not guarantee host initiated displays.

Standard Rich Media File Formats Accepted

- 3rd Party Rich Media
- Flash
- HTML

Lead Times

All Rich Media creative requires Expansión Online pre-approval. Expansión Online requires 10 business days prior to campaign launch dates for receipt of rich media creative assets.

Approved Rich Media Vendors:**Banner**

Bluestreak Video, DoubleClick, Eyeblander, Flash, HTML, PointRoll, Unicast, Viewpoint, AdMotion, United Virtualities

Expandable/Out-of-Banner

Atlas, Bluestreak, DoubleClick, Eyeblander, PointRoll, Unicast, Viewpoint, AdMotion, United Virtualities

Floating Ads

DoubleClick, Eyeblander, Atlas, Viewpoint, AdMotion, United Virtualities

Approved Research Vendors

Dynamic Logic, Insight Express

Interstitials and floating ads

Regarding interstitial inventory, Expansión Online reserves the right to set the amount of available impressions and has set the frequency cap per user at one time per user per week.

- Accepted formats: Flash, GIF or JPEG.
- 100k max
- Maximum Length: 10 seconds
- Size 780x450

Please send Flash versions 6 or 7 and also include FLA files with corresponding fonts.

Email Blast

An HTML file (not a JPEG) is required to be sent. Usually it has one click thru as it has only one direct marketing offer. For more than one click thru, it is necessary to program it into the HTML file.

The maximum file size is 60k and the width should reflect the typical Outlook/email preview screen. The length of the file can be scroll-able, or as long as they need it to be.

→ Production Guidelines

HTML Coding

Following are requirements for submitting HTML creative:

- Ads must be live and fully functional at time of submission.
- No JavaScript except for onChange events (No SCRIPT tags).
- No nested TABLEs.
- Reference images locally and submit image fragments along with the HTML code.
- Do not include (HTML), (META), (HEAD), (TITLE) or (BODY) tags.
- No cascading style sheets (CSS).
- No flash fragments.
- The only acceptable FORM method is GET. Method=POST is not allowed.
- Image Maps must be client-side.
- No "mailto" tags.
- Forms must have a unique name.
- The arrangement of form and table tags should be as follows: FORMTABLETABLEFORM
- Maximum of 30 characters for alt text, including spaces.
- Target URL may not exceed 200 characters.
- Use a color palette of 256 or less adaptive colors with flat, Web-safe colors.
- Designer must test creatives across all major browsers and versions prior to submission.
- Banners must have a relative position with coordinates (0,0). Absolute coordinates (layers) requires previous authorization.

→ Flash Coding Guidelines

Please note that Flash ads must conform to all standard Time Inc. interactive ad specs and guidelines—including file size, animation, and content—in addition to the specific coding specs noted in the Expansión Online Production Guidelines.

NOTE: *If a third party is serving the ad, please follow that vendor's instructions for coding the Flash click through. All the aspects of the ad (i.e. file size, animation, etc.) must be in accordance with Expansión Online ad specifications.*

SWF Movie Requirements (for the Flash developer)

For the most part, the movie is made like any other Flash movie. Any animation or ActionScript that would normally be used can be used with this method. The main difference is in the click through (getURL) actions.

SWF File Requirements - Flash version

SWF files must be published as Flash 5, 6, or 7. We do not currently accept Flash 8.

Filenames

The following characters should not be included in the filename:

Ampersands &

Asterisks *

Slashes / or \

Spaces

Question Marks ?

Frame Rate

Macromedia recommends when designing an ad banner to keep the frames per second as low as possible—18 fps or lower; ideally 12 fps.

Animation

Flash offers the ability to create additional animation on rollover. Our standard animations spec is 15 seconds, but Flash ads can additionally animate upon rollover, as long as the animation stops as soon as the user rolls off the ad.

Backup GIF

Due to heavy Flash ads sniff, a backup GIF is required for every campaign to ensure smooth delivery.

getURL Actions**Please read these instructions carefully for the correct clic tracking code**

Macromedia currently recommends a "clickTag" method to track clicks for Flash ads. This method uses variables to pass the click tracking string and URL into Flash movies. As a result, the only text in the URL box is: "**_level0.clickTag**" (without the quotes). The **_level0** part is included for 'pathing' purposes—to ensure that Flash can properly locate the variable. Here is what the coding will look like when you are done:

on (release)

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

Because clickTag is a variable, the text that is entered into the URL box is an expression. When the movie plays, the expression will be evaluated and replaced with the click tracking string and the destination URL. For this method to function correctly in Flash 5 and Flash 6 (MX), indicate that the text is an expression by checking the expression check box. Note that there are two buttons or check boxes. One is for the URL and one is for the target window. Make sure that the button or check box for the URL is set correctly. In addition, set the Variables drop-down box to "Don't send." No special check boxes or drop down selections are required for Flash 7(MX 2004).

Because frames are sometimes used for serving ads, the target window for the click-through URL must be set to "_blank". If the target window is set incorrectly, the advertiser's site might appear in the ad frame. Never leave the target statement undeclared.

Upon submission, please denote a click-through URL for each ad in the e-mail body or in a spreadsheet. This URL will be used such that when a click through occurs, the browser will first contact the ad server to count the click and then go to the click-through site.

No loop maximum, but total animation time for all loops combined cannot exceed 30 seconds.

In banner audio and video guidelines**Audio and Video (In-Banner Streaming)**

User-initiated audio and video is accepted. No host-initiated audio and video is permitted on Expansión Online. Ad creative must

contain clearly visible "mute" and "stop" functionality.

Maximum Length: 15 seconds.

→ Design Guidelines

- Expansión Online reserves the right to reject any insertion, graphic, text description, or URL.
- Ads may not employ rapid / "strobing" animation of any graphic, copy, or background element(s).
- Banners should be encased in a border and distinct from the content. If borderless, a banner must contain the advertiser's name to signify that it is an ad creative banner, not content.
- Ads may not have transparent backgrounds and may never blend into screen content.
- Ads may not interact with or manipulate Expansión Online content (e.g. highlighting text, moving content, changing color of text, etc.).
- Ads may not be designed to blend into the screen to give the appearance of Expansión Online content / functionality.
- Ads may not emulate Expansión Online style buttons.
- Ads must be clearly distinguished as an advertisement. Elements within the ad that will provide distinction are:
 - Border
 - Advertiser name
 - Logo
 - Wording "advertisement"
- Expansión Online prohibits advertisers from issuing ads, infomercials, or info-tisements in such a manner that the viewer or reader believes the content is news, rather than advertising. Fonts and text elements may not resemble Expansión Online content.
- Ad creative that incorporates misleading faux functionality elements is not permitted on Expansión Online. Examples of faux functionality include graphic and/or text elements designed to mimic PC/Mac operating system commands and functions.
- Ads should not mislead users into navigating to a site that is unrelated to content of the banner ad.
- Misleading faux functionality elements such as false close "X" boxes, system warnings, faux windows dialogue boxes are not permitted on Expansión Online.
- Expansión Online reserves the right to make changes to these guidelines at any time at its sole discretion.

→ Advertising Creative Acceptance

- All creative may be reviewed by Expansión Online and Time Inc. legal Standards & Practices as necessary.
- Some advertising categories or content sections may be limited or unavailable due to exclusivities or for other reasons.
- Expansión Online and Time Inc. require that all advertisements be in 'good taste' (as determined by all Time Warner companies involved) and not include vulgarity, hate, and/or sexually explicit content.
- Expansión Online and Time Inc. reserve the right, at its sole discretion, to require elimination or revision of any material in any advertising copy.
- Expansión Online and Time Inc. reserve the right, at its sole discretion, to reject or discontinue, for any reason and at any time, any advertising for any product or service.
- Expansión Online and Time Inc. reserve the right to make changes and/or exceptions to these guidelines at any time at its sole discretion.
- Advertisers must agree to be bound by any such changes.

→ General SPECS of design for post office

- The wide length of the mail piece shouldn't be more than 650 pixels.
- Of being possible not to exceed 3 scrolls of screen. (to 800 xs 600 of resolution)
- At the time of designing an e-mail piece align the content into a grid.
- To specify the alignment in the e-mail, (left, trim, right)
- In case that Tralix put together the e-mail as an HTML, send the image in layers along with editable texts (PSD, pdf, Fireworks png) or texts separately (Word)

Note: Send Logo (s) in vectors, (illustrator, Fireworks png)

- We suggest than texts of the e-mail must be short and clear, maximum one Sheet of paper.
- Use standard fonts (Arial, Verdana, Times New Roman) for long Texts.

Aria	Verdana	Times
Arial	Verdana	Times

- When using long texts "not to smooth" (antialias), only the text that will be turned into image. To see example

Aa	Aa
alisado	sin alisado

- If you don't have the e-mail designed, send along with the text, the photographs and graphics you want Tralix to use.
- In case of using some special Font send it separately for PC, this will become image in the final piece.
- Only the standard fonts (Arial, Verdana, Times New Roman) will be preserved as editable text in the final piece.

Note: the properties of editable texts (HTML) in the original art, will differ in the final e-mail (HTML) although they have the same size. Consider this when you design.

- In case that missing the original art are layers, send the unique image with the best quality possible. Example: Jpg arrives of 90% of compression, GIF more than 128 Colors.
- Prefer to use solid colors in background and texts turned into images.
- If you send the art as an HTML, you must include the survey into a unique table, in other words, this table must go "Embedded" within another one (referrer to "Construction of TEMO's" section)
- The use of any Javascript, style sheet (CSS) or ActiveX control are prohibited inside of code HTML
- Never use Macromedia Flash in the e-mail.
- Use of styles for e-mails of Tralix
- The e-mails sent from the platform of Tralix do not accept style sheets (CSS) nor styles with tags type " class " embedded within code HTML

Illegal use of contracted styles:

```
< style type="text/css " >
style1 {
font-family: Arial, Helvetica, sans-serif;
font-size: 10px;
color: # 00CC00;
}
< / style >
< / head >
< body >
< > span class="style1" simulated text < / span >
< / body >
```

- The only type of style that can be used in Tralix is the following one:

```
< font style="font-family:Arial; font-size:12px; color:#003333 " > simulated Text </font >
```

- Also these " styles " you can inside be applied tag of < TD >, example:

```
< td style="font-family:Arial; font-size:12px; color:#003333 " > simulated Text </td >
```

- Similarly it applies for Link: example:

```
< to href="http://,," style="color:#990000; text-decoration:none " > simulated Text < / to >
```