

Advertising Specifications



Thank you for visiting Cozi! For more information, please contact advertising@cozi.com

Ad Type	Ad Dimensions	Web App	Web Site	File Size (Standard/Flash**/ Rich media)	Rich Media Max Panel Size	Looping	Animation time limit (Seconds)	Max Frames per Second	Lead Time For Delivery (Days)	3rd Party Serving
Standard Placements										
**Flash must be 6.0 or higher. SWF files must include getURL(clickTag, "_blank")										
Medium Rectangle	300x250	Home Shopping List Journal	Cozi.com Live Simply Samples&Savings Shared Journal Extended Family	30KB/40KB	100KB	3 max	15	18 fps	3	Y
Wide Skyscraper	160x600	Calendar Journal Downloads Settings	Extended Family	30KB/40KB	100KB	3 max	15	18 fps	3	Y
Leaderboard	728x90	Sign In Journal Downloads Settings	Cozi.com Live Simply Shared Journal Extended Family	30KB/40KB	100KB	3 max	15	18 fps	3	Y
Rectangle	180x150	Calendar Journal Downloads Settings	n/a	30KB/40KB	100KB	3 max	15	18 fps	3	Y
Custom Placements										
Homepage Featured Offer: Text Link w/ Graphic	Image: 75x75 px Title: 50 characters Body: 100 characters, including spaces	Home	n/a	8KB	Not accepted	N	n/a	n/a	3	N
Samples & Savings: Text link (Special offers)	90 characters, including spaces	n/a	Cozi.com	n/a	Not accepted	N	n/a	n/a	3	N
Samples & Savings: Banner (Special offers)	300x250	n/a	Cozi.com	30KB	100KB	3 max	15	18 fps	3	Y
Live Simply Newsletter	600x74 (Static only)	Email	n/a	25KB	Not accepted	N	n/a	n/a	3	N
Cozi Mobile	320x50	m.cozi.com	n/a	8KB	Not accepted	N	n/a	n/a	3	Y
Email Reminders & Calendar	300x250 (Static only)	Email	n/a	25KB	Not accepted	N	n/a	n/a	3	N

Advertising Guidelines

Online ad specs: <http://www.cozi.com/Partners-Advertisers>

- iFrame/JavaScript tags are accepted for third-party serving.
- Standard formats must include click-through URL. Requires a 2-business-day lead time.
- Third-party tags are accepted in HREF or IMG SRC. Requires a 2-business-day lead time.
- Flash must be 6.0 or higher and include getURL(clickTag, "_blank"). Requires a 5-business-day lead time.
- Audio must be user initiated.
- Ads may not display outside the bounds of the ad rectangle unless the user rolls over or clicks on the ad.
- Ads that expand on rollover must:
 - Close automatically when the user moves the mouse away. (For example, ads created with PointRoll's FatBoy technology are generally acceptable; other forms of PointRoll advertising are not.)
 - Display a prominent Close button that is clearly visible against the backgrounds where ads will run and expand.
 - Not interfere with key elements of the UI including menus, navigation elements, or controls. Ads may not open a new window unless the user clicks on the ad.
- Ads may not open a new window unless the user clicks on the ad.
- Animated ads should limit motion to slow to medium speeds. Ads may loop a maximum of three times, with a loop no more than 15 seconds in length. Ads may not contain rapid movement, rapid flashing, or rapid color cycling.

Advertising Standards

- Ad content should be relevant to Cozi's family audience.
- Ads should be in appropriate taste for all members of the family, including young children. Many Cozi households run Cozi on shared PCs that sit in common areas of the home, such as the kitchen or living room.
- Ad production values should be of a high level consistent with those of the Cozi product.
- Ads may not compromise the Cozi user experience. Cozi will decline or pull ads that might interfere with regular product use.
- Ad content must not resemble elements of the Cozi user interface. An ad may not include user interface elements mimicking Cozi's interface style (such as a Print button that could be confused with Cozi's own Print button).
- Ads may expand on rollover, but must close automatically when the user moves the mouse away. (For example, ads created with PointRoll's FatBoy technology are generally acceptable; other forms of PointRoll advertising are not.)
- Cozi declines advertisements that are misleading, inaccurate, or fraudulent.