



# Bakersfield.com

# Rate Card 2012

## Interactive Guidelines

- Animation - Ads may animate for up to 15 seconds. Animation can begin again on mouse over, but must stop immediately on mouse off.
- Audio - Audio must be user initiated.
- Borders - Ads must clearly be differentiated from page content through a defined linear or graphical border, a solid contrasting background color or a combination of border and contrasting background
- Branding - The sponsor of the advertising message must be clearly identified in an ad.
- Competitive Claims - Yahoo! competitors are prohibited from advertising on Yahoo! owned and operated sites.
- Data Collecting Ads – Ads collecting data from users must, at a minimum, clearly identify the advertiser and properly disclose that data is being collected by Yahoo! and/ or the advertiser, and provide the user with a link to the privacy policy(ies) of the party(ies) collecting or receiving the data.
- Foreign Language - Ads may contain languages other than English under certain conditions. All submissions of non-English ads must be accompanied by an accurate English translation.
- Objectionable Images and Language - Ads may not contain potentially offensive graphics or language.
- Pop-Up Advertising - Pop-up advertising is not permitted. The browser back button must work from the landing page.
- Pricing and Price Claims - All price claims made in an ad must be clearly and accurately substantiated on the landing page. Ads or landing pages that contain “free”, “complimentary” or synonymous offers must disclose the pertinent terms and conditions associated with the offer. Any disclosure (or notice that a disclosure applies) must be made in close proximity to the claim, and must be clear, conspicuous and in a font equal in size to that of the base font of the ad or landing page.
- Simulated Error Messages - Ads are not permitted that contain graphics that simulate interactivity (i.e. drop down menus, search boxes etc.) where no such interactivity exists, or mimic operating system dialog boxes error messages, etc.
- Simulated News Items / Advertorials - Ads that mimic news headlines (in design, tone, sentence structure or topic), or resemble Yahoo! content are not permitted.
- Yahoo! Brand Guidelines - Use of the Yahoo! name, logo or other brand features without prior approval is not permitted.

## Restricted Content

- Age-Restricted Content - Ads promoting age-sensitive products and services must be appropriately age targeted.
- Alcohol - Ads for alcoholic beverages must be appropriately age targeted and may only appear in certain Yahoo! properties. No direct-to-consumer ads by merchants are allowed.
- Contests, Sweeps, Lotteries & Games of Chance – Ads must offer a fair opportunity for all entrants to win and for sweepstakes and games of chance, must clearly disclose that no purchase is necessary. Sweepstakes and games of chance cannot require a purchase to participate. No offer may claim “everyone wins”, suggest that the user was specially selected to receive a prize, suggest that a payment by

the winner is necessary to claim a prize, falsely imply that the mere act of clicking a button is sufficient to win or imply that the promotion is endorsed by any government or quasi-government entity (excluding lawful state lotteries).

- Over-the-Counter Medications – Ads must be for products approved by the Food & Drug Administration (FDA) and only for FDA-approved purposes.
- Weight Loss Products / Services – Ads cannot depict or be targeted at children or teens, suggest that the product alone is effective for weight loss or make any unrealistic claims about the amount of weight loss that can be expected from the product. Ads that make weight loss claims must contain the necessary disclaimers to comply with applicable laws and guidelines.
- Yahoo! Kids – All ads directed to Yahoo! Kids must be COPPA and CARU compliant.

The following categories of ads may require additional policy review and approval: Alcohol, promotions/sweepstakes, political, religious, ads that collect data, pharmaceuticals, and other categories as may be designated by Yahoo!.

## Unacceptable Content

As part of our commitment to provide the highest quality online experience, we may not accept ads containing or relating to certain products or services. These products or services include, but are not limited to, those listed below. Yahoo! reserves the right to reject or remove any ad in its sole discretion at any time.

- Adult products and services (films, magazines, web sites, toys, etc.)
- Cigarettes, cigars, smokeless tobacco and other tobacco products
- Degrees for sale or offered by non-accredited universities or programs
- Firearms, ammunition or fireworks
- Loan products that require upfront fees
- Products/services that claim to repair bad credit
- Securities (stocks, bonds, notes, warrants, options, etc.) or insider tips on a particular stock or commodity
- Lotteries (other than official state-sponsored lotteries)
- Online casinos or any site with online gambling as its central theme
- Products containing ephedra, ma-huang, chitosan or human growth hormones, comfrey, or pyruvate, or other products/elements/ingredients as may be designated by Yahoo! at any time in its sole discretion.
- Ads that use sexually suggestive text, images or situations
- Dating or personals sites that promote casual sex, or international match-making services
- Personal care, medical or health products that create an unrealistic expectation about the success of the product/service
- Simulated newspaper, blog, product reviews, TV news, or similarly confusing websites
- Get rich quick schemes, “free money”, or similar money-making opportunities or offers
- Ads that, at Yahoo!’s sole discretion, promote low quality products or services or ads that otherwise negatively affect our users’ online experience

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## Policies And Ad Submittal Requirements

### Please Be Advised Also:

- Rates are subject to a 15% agency commission
- Bakersfield.com reserves the right to revise advertising rates upon 30 days written notice and all contracts are subject to this reservation
- Bakersfield.com reserves the right to edit and classify all ads and to cancel any ad at any time
- Payment must accompany all orders from accounts which have not established credit with The Bakersfield Californian and/or Bakersfield.com
- Bakersfield.com reserves the right to withhold publication of any advertisement. If copy or creative is rejected, any monies paid for the advertisement will be returned and all parties will be released from any contractual obligations

### Submission Requirements:

- \*Creative is due 3 business days in advance of publication.
- \*E-mail creative to your account representative.
- \*Creative submitted must include a 1 pixel inner border and/or contrasting background color.
- \*Sponsor of advertising message must be clearly identified in the ad by name or logo.
- \*Creative must link to a website or landing page.
- \*Advertising messaging in creative must be included on the website or landing page being linked to.

### Creative Requirements:

#### Big Box

Ad Dimensions: 300x250 pixels  
Max JPG/GIF Size: 40 KB static/animated  
Max Frames: 3  
Animation Length: up to 15 seconds  
Flash Accepted: Yes  
Flash File Size: 40 KB  
Flash File Required: SWF and JPG/GIF  
Third-Party Tags Accepted: Yes

#### LeaderBoard

Ad Dimensions: 728x90 pixels  
Max JPG/GIF Size: 40 KB static/animated  
Max Frames: 3  
Animation Length: up to 15 seconds  
Flash Accepted: Yes  
Flash File Size: 40 KB  
Flash File Required: SWF and JPG/GIF  
Third-Party Tags Accepted: Yes

#### Skyscraper

Ad Dimensions: 160x600 pixels  
Max JPG/GIF Size: 40 KB static/animated  
Max Frames: 3  
Animation Length: up to 15 seconds  
Flash Accepted: Yes  
Flash File Size: 40 KB  
Flash File Required: SWF and JPG/GIF  
Third-Party Tags Accepted: Yes

#### Peelovers

Ad Dimensions: 600x400 pixels  
Max JPG/GIF Size: 80 KB static/animated  
Max Frames: 1  
Animation Length: up to 15 seconds  
Controls: Include "Close X", Font 16 pt, Located On Edge of Original; Enable Mouse-Off Retraction  
Third-Party Tags Accepted: Yes

#### Pencil Ads

Ad Dimensions: 1000x30 pixels not expanded; 1000x495 pixels expanded  
Max JPG/GIF Size: 20 KB static; 150 KB static  
Max Frames: 1  
Animation Length: up to 15 seconds  
Controls: Include "Close X", Font 16 pt, Located On Edge of Original; Enable Mouse-Off Retraction  
Third-Party Tags Accepted: Yes

