



# Advertising

## Technical Specifications

### Common Ad Sizes / Quick Specs Details

**Bigbox (300 x 250)** GIF/JPEG - 50K; Flash - 50K.  
Expanded size max: 560x300, Initial/Polite: 50k/100k

**Leaderboard (728 x 90)** GIF/JPEG - 50K; Flash - 50K.  
Expanded size max: 728x560, Initial/Polite: 50k/100k

**Tower (160 x 600)** GIF/JPEG - 50K; Flash - 50K.  
Expanded size max: 460x600, Initial/Polite: 50k/100k

**Half Page (300 x 600, 336 x 850)** GIF/JPEG - 50K;  
Flash - 75K

**Text Links (44 character max)** No Special Characters allowed. Should exercise proper capitalization.

### Custom Ad Type

Interstitial  
Pushdown  
Brandscape  
Local



The screenshot shows the iFISHED website interface. At the top, there's a navigation bar with links for Home, Fishing Reports, Lakes in USA, Photos, Videos, Outdoor Store, Forum, Fish Identification, Articles, Tournaments, and Fishing News. Below the navigation is a search bar and a user account link. The main content area is divided into several sections:

- FISHING IN USA:** A sidebar menu with links for California, Kentucky, Lakes in USA, Florida, Lakes, Outdoor Store, Social, Fish Identification, Articles, Tournaments, and California News.
- Today - June 25, 2013:** A featured article titled "Bass Fishing Tips - Lure Selection" with a video thumbnail showing hands holding a lure. Below the video are links for "Watch the How To Video" and "See All How To Videos".
- Spotlight: Trout Fishing:** A section with a video thumbnail and links for "Rainbow Trout", "More on Lures", "Spring Trout", "Balls", and "Bovars".
- SAKIPING IN GUATEMALA:** A featured article with a video thumbnail showing a fish jumping out of the water. Below the video are links for "Fished Interviews" and "Captain Tom Boke".
- Catch Photos:** A section with a video thumbnail showing a person holding a fish. Below the video are links for "Bass" and "Puppy".
- From The Forum:** A section with a video thumbnail showing a person fishing. Below the video are links for "Fishing", "Tournaments", and "FLW WFA".
- Save 30% or more:** A promotional banner at the bottom right with a link to "Shop iFished.com".



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# Advertising

## Technical Specifications

**Bigbox - 300 x 250 (maximum expanded size: 560 x 300)**

Format/file size limit:

Gif/Jpg: 50K

Flash (.swf): 50k

Animation Specifications:

Maximum number of loops: Three

Maximum animation time per loop: 15 seconds

Flash Specifications:

Flash versions Accepted: 6,7,8,9,10

AS2 and AS3 are accepted.

HTML Specifications:

HTML code cannot exceed 10k.

3 images max, total file size of images cannot exceed 40k.

Client-side image maps must be provided by the client.

Form tags in HTML code must use the "GET" method.

CGI scripts used in the HTML must be active at time of ad submission for testing.

The screenshot shows the iFISHED website interface. At the top, there's a navigation bar with links like Home, Fishing Reports, Lakes in USA, Photos, Videos, and a prominent 'Outdoor News' link. Below the navigation is a search bar and a 'FISHING' section header. The main content area features a large image of hands holding a fish, with a 'Bigbox Ad 300 x 250' placeholder overlaid on the right side. The page also includes sections for 'FISHING IN USA', 'ASK QUESTIONS HERE', and 'Fishing Tournaments - FLW 2012'.



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# Advertising

## Technical Specifications

Leaderboard - 728 x 90 (maximum expanded size: 728 x 560)

Format/file size limit:

Gif/Jpg: 50K

Flash (.swf): 50k

Animation Specifications:

Maximum number of loops: Three

Maximum animation time per loop: 15 seconds

Flash Specifications:

Flash versions Accepted: 6,7,8,9,10

AS2 and AS3 are accepted.

HTML Specifications:

HTML code cannot exceed 10k.

3 images max, total file size of images cannot exceed 40k.

Client-side image maps must be provided by the client.

Form tags in HTML code must use the "GET" method.

CGI scripts used in the HTML must be active at time of ad submission for testing.



Leaderboard 728 x 90

Home | Fishing Reports | Lakes in USA | Photos | Videos | **Outdoor Store** | Forum | Fish Identification | Articles | Tournaments | News


Search:

**TRYING THE WISNIE THE POOH (NALLE PUH) DRY FLY** [Log Out/Profile](#)

**FISHING VIDEOS**

[How to Videos](#)  
[Catch Videos](#)

**Hot Bass Lure**



[New! Super Shad Now](#)  
[Catch More Fish](#)

[How to Videos](#)  
[How to Articles](#)  
[Fishing Reports](#)  
[Fishing Gear](#)

**ASK QUESTIONS HERE**


[From The Forum](#)  
[Freshwater Fishing](#)  
[Boats, Motors, Trailers](#)  
[Boys, Girls, and Ladies](#)  
[State Discussion](#)

**Boat Charter & Rental**  
Need to Charter or Rent a Boat? Find Out at Boat Rentals Today!  
[www.boatrentals.com](#)

**Trout & Smallies**  
Great Trout Anglers Fly Fishing Trout Traps in The Smoky Mountains  
[www.trouttraps.com](#)

**Trying the Wisnie the Pooh (Nalle Puh) Dry Fly**

[Home To Fishing Videos](#) | [Fly Fishing Videos](#) | [Fly Tying](#)




Wisnie the Pooh (Nalle Puh) is consider as the national fly of Finland. This was developed in 1982's by Simo Lumme. This fly will float even in very fast water.

[Login or Register](#) to post comments.

**Deal of the Day**

White River Fly Shop  
Classic Rod & Travel Rod Combo

**\$259.99**  
and shipping



White River Classic Rods! You get the Classic Fly rod matched to our Classic reel, known for its flexible multi-layer fiber, machined and finished aluminum construction, and attention to craftsmanship. Learn More

[Current Deals in Stock](#)

**iFISHED** Media Kit



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# Advertising Technical Specifications

**Tower - 160 x 600 (maximum expanded size: 460 x 600)**

Format/file size limit:

Gif/Jpg: 50K

Flash (.swf): 50k

Animation Specifications:

Maximum number of loops: Three

Maximum animation time per loop: 15 seconds

Flash Specifications:

Flash versions Accepted: 6,7,8,9,10

AS2 and AS3 are accepted.

HTML Specifications:

HTML code cannot exceed 10k.

3 images max, total file size of images cannot exceed 40k.

Client-side image maps must be provided by the client.

Form tags in HTML code must use the "GET" method.

CGI scripts used in the HTML must be active at time of ad submission for testing.



Home | Fishing Reports | Lakes in USA | Photos | Videos | **Outdoor Store** | Forum | Fish Identification | Articles | Tournaments | News

Search

Log Out

RECENT FISHING REPORTS - UNITED STATES

Log Out

Home

FISHING IN USA

[Fishing Reports](#)  
[Lakes in USA](#)  
[Photos](#)  
[Videos](#)  
[Outdoor Store](#)  
[Forum](#)  
[Fish Identification](#)  
[Articles](#)  
[Tournaments](#)  
[Fishing News](#)

Deal of the Day



Spooker  
Fishing Lure

\$5.99

Back to store

Catch More Fish

[How to Videos](#)  
[How to Articles](#)  
[Fishing Reports](#)  
[Fishing Gear](#)

ASK  
QUESTIONS  
HERE

From The Forum

freshwater fishing

Recent Fishing Reports - United States

\* Recent Fishing Reports by State

**New Mexico - [Lake Roswell Fishing Report](#)**

2011-06-20 Fishing is good to excellent. Walleye are fishing good to excellent trailing crank baits over brush in 10-25 feet of water. [Read more](#)

**Arizona - [Lake Pleasant Fishing Report](#)**

2011-06-17 For striper, use your fish-finder and when you locate a school of fish, start with pieces of frozen anchovies. A big 9 - [Read more](#)

**Ohio - [Grand Lake Fishing Report](#)**

2011-06-17 Channel catfish are being caught by anglers using minnows when fishing in shallow water. In deeper water channel catfish. [Read more](#)

**West Virginia - [Mount Storm Lake Fishing Report](#)**

2011-06-17 Anglers at Mt. Storm should target striped bass, black bass and walleye. Anglers have been doing well catching both bass. [Read more](#)

**New York - [Cayuga Lake Fishing Report](#)**

2011-06-17 Lake trout are being fished by anglers trailing with spoons or flashers and flies both off down riggers and Dipsey divers. P. [Read more](#)

**Pennsylvania - [Krayton Lake Fishing Report](#)**

2011-06-20 Water temperature continues to climb in Krayton Lake, with the recent hot weather. Boating traffic is increasing. Sun. [Read more](#)

**South Dakota - [Richmond Lake Fishing Report](#)**

2011-06-20 Anglers are catching bluegills, walleye, and white bass. Many of the walleye that are being caught are below 15 inches. [Read more](#)

**Oklahoma - [Lake Texoma Fishing Report](#)**

2011-06-20 Elevation 3 1/4 ft. below normal, water 75 and clear. Largemouth and smallmouth bass good on crankbaits, spinner baits. [Read more](#)

**Tennessee - [Smith Lake Fishing Report](#)**

2011-06-20 The lake is clear and at normal summer pool. The surface water temperature is in the mid 80's. The lake water anglers b. [Read more](#)

**Nebraska - [Hemlock Lake Fishing Report](#)**

2011-06-20 Fishermen were catching Channel Catfish to 4 pounds. Most were using cutbait and fishing early mornings and just after it. [Read more](#)

**New York - [Cayuga Lake Fishing Report](#)**

2011-06-19 iFished Cayuga on a Saturday starting at daybreak. The fishing started off a

Tower Ad  
160 x 600



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# Advertising

## Technical Specifications

### Standard Textlinks

Format/file size limit:

44 character limit, imposed by layout/space considerations

No Special Characters allowed.

Should exercise proper capitalization.



Home | Fishing Reports | Lakes in USA | Photos | Videos | **Outdoor Store** | Forum | Fish Identification | Articles | Tournaments | News

Search

#### LARGEMOUTH BASS

Home - Bass Lore

#### BASS FISHING

[Bass Fishing](#)  
[How To Bass](#)  
[Bass Videos](#)  
[Bass Recipes](#)  
[Bass Identification](#)

#### Bass Catch Photos

[Largemouth Catch Photos](#)  
[Smallmouth Catch Photos](#)

#### Bass Details

[Smallmouth Bass Details](#)  
[Largemouth Bass Details](#)  
[Spotted Bass Details](#)  
[Savannah Bass Details](#)  
[Striped Bass Details](#)  
[Hybrid Striped Bass Details](#)  
[White Perch Details](#)  
[White Bass Details](#)

### Text Ad

#### Hot Bass Lore



[Bass Super Striped](#)

#### Largemouth Bass



**Name:**  
Largemouth Bass  
**Other Names:**  
Black bass  
**Scientific Name:** *Micropterus salmoides*  
**Characteristics:**

They are usually green with dark blotches that form a horizontal stripe along the middle of the fish on either side. The underside ranges in color from light green to almost white. They have a nearly divided dorsal fin with the anterior portion containing nine spines and the posterior portion containing 12 to 13 soft rays. Their upper jaw reaches far beyond the rear margin of the eye.

Largemouth bass grow 4 to 6 inches (10 to 15 cm) during their first year, 8 to 12 inches (20 to 30 cm) in two years, 18 inches (46 cm) in three years.

#### Fish Habitat:

Largemouth bass seek protective cover such as logs, rock ledges, vegetation, and man-made structures.

They prefer clear, sunlit waters with aquatic vegetation where food and cover are available. They occupy brackish to freshwater habitats, including upper estuaries, rivers, lakes, reservoirs and ponds. Also, they can tolerate a wide range of water clarity and bottom types, prefer water temperatures from 65 to 85 degrees, and are usually found at depths less than 20 feet.

#### Fish Habits:

The diet of bass changes with its size. Young fish feed on microscopic animals (zooplankton) and small crustaceans such as grass shrimp and crayfish. Younger bass feed on insects, crayfish, and small fishes. Adult bass will eat whatever is available, including fish, crayfish, snails, frogs, salamanders, snakes, mice, turtles and even birds.

[Article continues below ↓](#)

#### Deal of the Day

Shimano Reels  
Savona F Spinning

**\$129.99** per month



The all new Savona F brings high-performance spinning to the overcast angle. Featuring a 1000 size spool on a 750 body foot thru.

- Dura-Balance
- Flattine II
- Match gear durability
- One year warranty

Current Stock: In Stock



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# Advertising

## Technical Specifications

Half Page (300 x 600, 336 x 850)

Format/file size limit:

Gif/Jpg: 50K

Flash (.swf): 50k

Animation Specifications:

Maximum number of loops: Three

Maximum animation time per loop: 15 seconds

Flash Specifications:

Flash versions Accepted: 6,7,8,9,10

AS2 and AS3 are accepted.

HTML Specifications:

HTML code cannot exceed 10k.

3 images max, total file size of images cannot exceed 40k.

Client-side image maps must be provided by the client.

Form tags in HTML code must use the "GET" method.

CGI scripts used in the HTML must be active at time of ad submission for testing.

The screenshot shows the iFISHED website interface. At the top, there's a navigation menu with links for Home, Fishing Reports, Lakes in USA, Photos, Videos, Outdoor Store, Forum, Fish Identification, Articles, Tournaments, and News. Below the menu is a search bar and a 'Log Out' button. The main content area is titled 'RECENT FISHING REPORTS - UNITED STATES'. On the left, there's a sidebar with 'FISHING IN USA' and a list of links for various states: Arizona, California, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, and Wyoming. There's also a 'Deal of the Day' section featuring a 'Sportsman Fishing Case' for \$9.99. A large blue box on the right side of the page contains the text 'ASK QUESTIONS HERE'. The main content area displays 'Recent Fishing Reports - United States' with a list of reports from various states, including New Mexico, Arizona, Ohio, West Virginia, New York, Pennsylvania, South Dakota, Oklahoma, Tennessee, Nebraska, New York, and Montana. Each report includes a date, a title, and a brief description of the fishing activity.

Half Page Ad  
(300 x 600, 336 x 850)



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# Advertising

## Technical Specifications

**Interstitial** (page overlay with opaque background)

Ad Size:  
900 x 500

Format/file size limit:  
Gif/Jpg: 50K  
Flash (.swf): 50k

Animation Specifications:  
Maximum number of loops: Three

Flash Specifications:  
Flash versions Accepted: 6,7,8,9,10  
AS2 and AS3 are accepted.

Rich Media Options:  
Inbanner  
Streaming Video

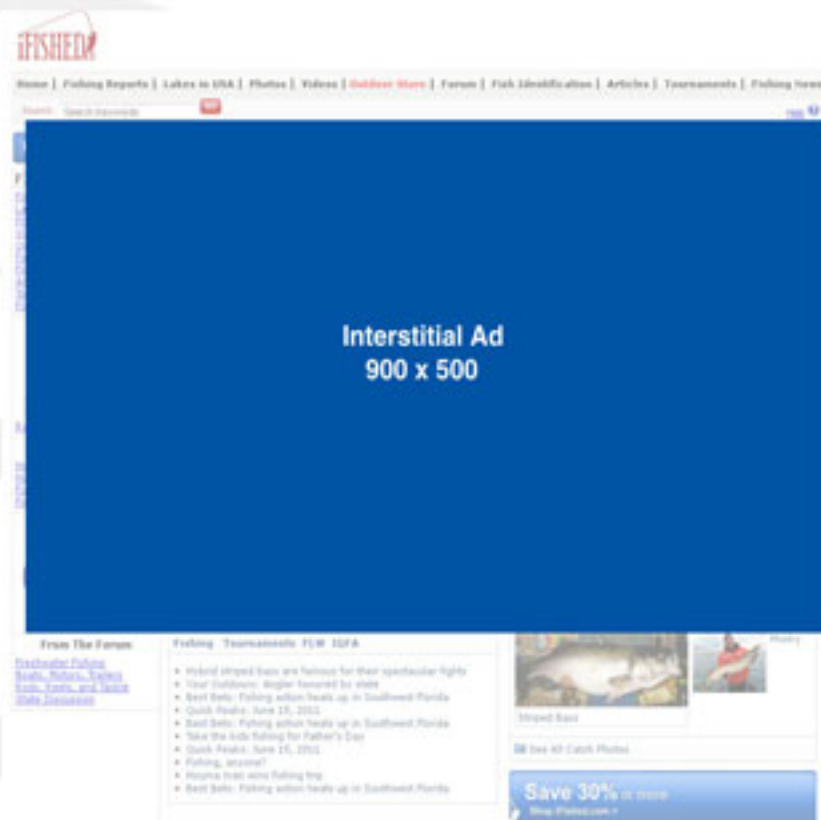
Audio:  
Initiated by user click  
Obvious 'mute audio' button

Video:  
Maximum playtime: 15 seconds  
Video may autostart.  
File size can be up to 2.2 megs.  
Must have start and close buttons.  
Streaming video only (No Progressive Video)

Special Notes:  
Ad must be contained within an html wrapper that fills the user's screen with a blank non-transparent background (preferably black)  
Must time out automatically after a maximum period of 15 seconds and close completely

Frequency Cap Specifications:  
1x per User Per Day  
Can't run on Homepage  
Can't run on Video Pages

Close Button:  
Required in upper right hand corner.



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# Advertising Technical Specifications

## Pushdown (custom expandable takeover experience)

### Overview:

The Pushdown is a high-value advertising opportunity targeted at high traffic entry points on the iFished.com website. Consisting of 2 panels, the Footprint (994 x 30) and the Pushdown (994 x 205), the unit is served below the main site navigation and on page load, pushes the main website content down from the top of the page and takes over a 994 x 230 space with a clickable banner advertisement for 15 seconds. Thereafter the website content pushes back up, collapsing the Pushdown but leaving the Footprint visible from which users can reopen the full ad or click through to the advertisers designated web site.

If a user reopens or interacts with the unit, it remains open until the user leaves the page or clicks to close it. Advertisers also have the opportunity to create a companion banner - a custom 300 x 250 unit that synchs with the pushdown; enabling elements in the pushdown and 300 x 250 to visually work together, connecting the message/visuals across these two advertising spaces.

### Footprint Unit Specifications:

Dimensions: 994 x 30px

File Size: In combination with Pushdown Unit, initial load can be no more than 75K.

### Footprint Unit Features:

Sponsor Logo: Sponsor coloring and minimal graphic treatment. Opportunity for brief messaging, tagline, or interactive call to action. Unit is the introduction to and leave behind element of the pushdown.

Unit can animate in.

Unit can animate as the larger unit pushes down or collapses, helping to connect the panels as one unit.

### Pushdown Unit Specifications:

Dimensions: 994 x 200

File Size: In combination with Footprint Unit, initial load can be no more than 75K. Elements of the ad can polite load (after website has loaded) to accommodate ads with video or multiple products featured that require larger file sizes.

### Pushdown Unit Features:

Advertiser has creative freedom in this unit, however messaging and animation should be concise and focused as the unit closes after 15 seconds on initial load. Videos can be featured in pushdown units. They can either play on user initiation or auto-play with no audio until initiated by user. Playing a video or opting-in for sound will bypass the collapse function and the unit will remain open. Advertiser will need to provide iFished with videos sized at minimum our display size or larger to be formatted for the unit. Videos in pushdowns are typically 180px tall and typical ratios are 4:3 (240 x 180) 16:9 (320 x 180) 21:9 (420 x 180). Unit is the primary opportunity for messaging and visual branding in the Pushdown concept.

### Companion Banner Specifications:

Dimensions: 300 x 250

File Size: 30k(jpg/gif) or 45k(Flash)

Advertiser has creative freedom and can provide existing banners. However, for much higher visual impact, they may also have a custom unit created that works in conjunction with the pushdown unit.

### Behavioral Specifications:

Note: The pushdown auto expands on page load only on the first visit a user makes to the targeted page within a 24 hour period. Every subsequent visit within the 24 hour period, only the Footprint will be visible unless the user actively clicks to reopen the pushdown.

### Flash Specifications:

Flash versions Accepted: 6,7,8,9,10

### Frames per second (FPS):

24

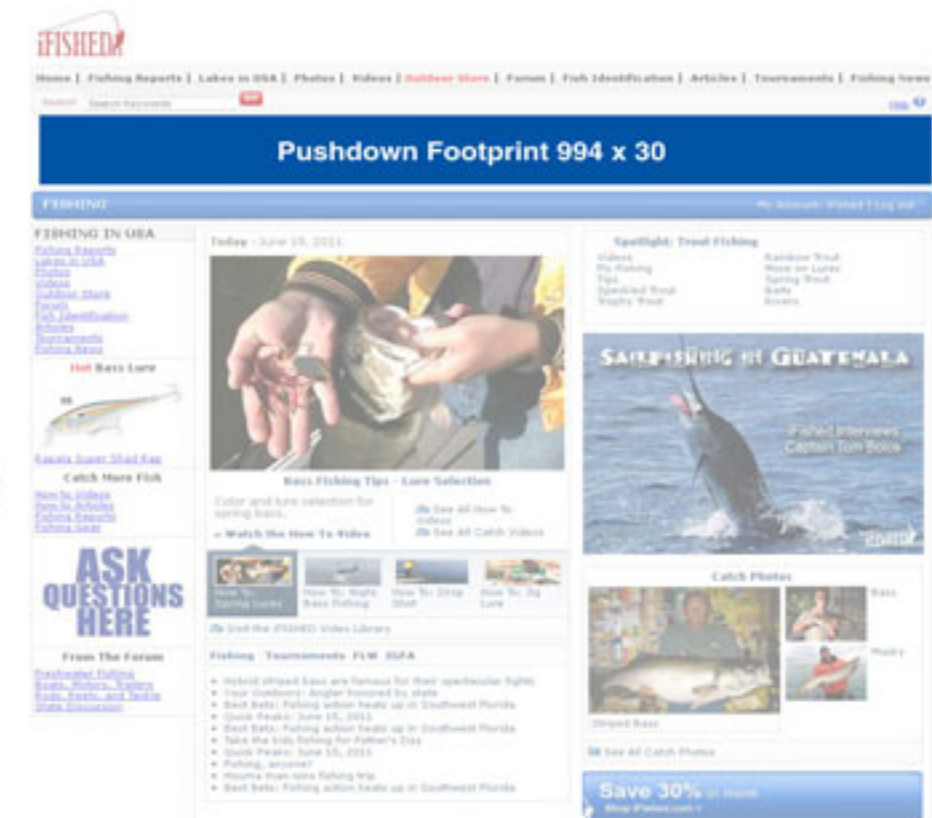
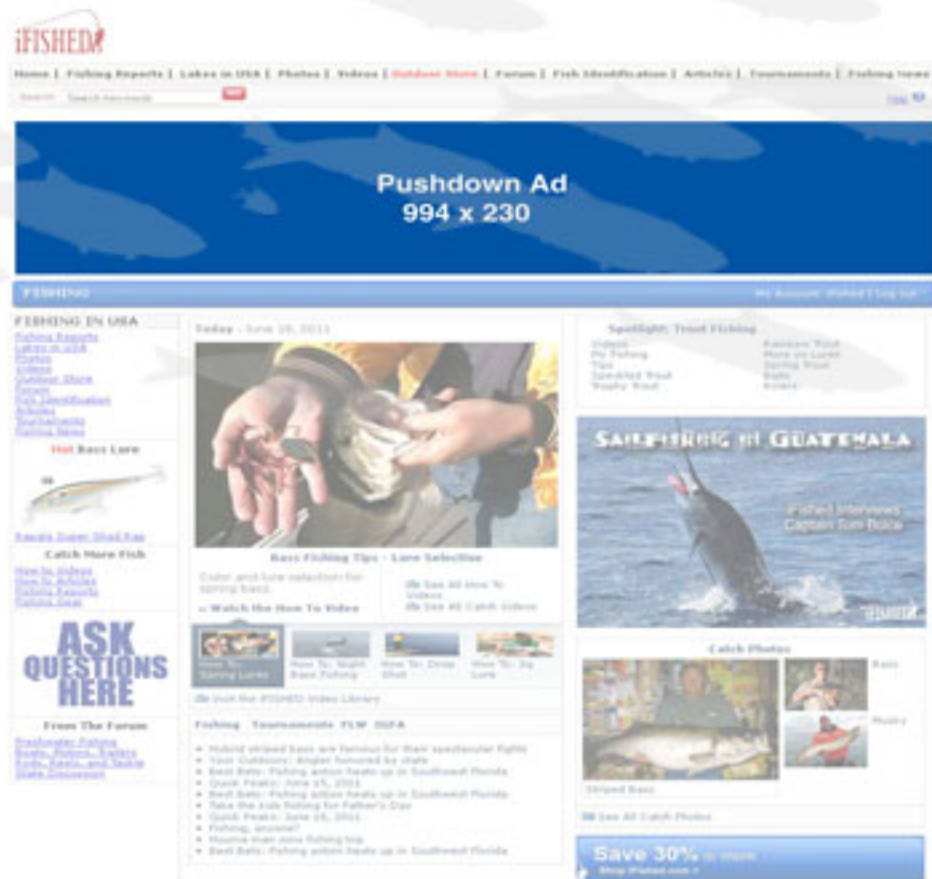
### Audio:

Indicated by user click

Obvious 'mute audio' button

### Video:

Streaming video only (No Progressive Video)



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# Advertising Technical Specifications

## Brandscape (custom whole-page branding experience)

### Overview:

Brandscaping is a high-value advertising opportunity for an advertiser to surround the iFished.com website page content with branding imagery, messaging and interaction. The interactive area of the Brandscape (150 x 994) is centered below the site header and above the content area of the page and is the main area for messaging and user interaction. Visual elements in the interactive area may be clickable and feature animation or other Flash-based interactions. The Brandscape background visually extends the Interactive area horizontally to the left and right of the page content and vertically for the entire length of the page. To manage file size and the successful technical execution via CSS, the Brandscape Background area is divided vertically into two sections. The top section is used to extend the branding imagery of the Interactive Area horizontally and a about 500 pixels vertically below the header. The bottom section consists either of a background color or a subtle repeating pattern for the top section to blend into.

### Brandscape Specifications:

**Dimensions:** Interactive Area is 994 x 150 between the header and the top of the page content with visuals that can extend beyond the content width as far vertically as 500px before blending into a solid brand color or subtle pattern in the Background Area.

**File Size:** No more than 75K on Initial load.

### Brandscape Features:

Advertiser-branded take over of page by wrapping content with advertiser branding.  
Interactive Area between header and content supports click-throughs and animation.  
Background Area expands to the left and the right of the Interactive Area and extends down to the footer, wrapping the page content.  
Complex visual elements from the Interactive Area may extend into the Background Area but resolve to advertiser colors or simple patterns after about 500px of vertical space.

### Flash Specifications:

Flash versions Accepted: 6,7,8,9,10

### Frames per second (FPS):

24

### Audio:

Indicated by user click

Obvious 'mute audio' button

### Video:

Streaming video only (No Progressive Video)

The screenshot displays the iFished.com website interface. At the top, the 'iFISHED' logo is visible on the left, and navigation links such as 'Home', 'Fishing Reports', 'Lakes in USA', 'Photos', 'Videos', 'Outdoor Store', 'Forum', 'Fish Identification', 'Articles', 'Tournaments', and 'Fishing Tools' are on the right. Below the navigation is a search bar. The main content area is framed by a blue 'Brandscape' (150 x 994) which contains several promotional and informational blocks. On the left, there's a 'FISHING IN USA' section with links to 'Fishing Reports', 'Lakes in USA', 'Photos', 'Videos', 'Outdoor Store', 'Forum', 'Fish Identification', 'Articles', 'Tournaments', and 'Fishing Tools'. Below this is a 'Hot Bass Lane' section featuring a bass image and a 'Watch the New To Video' section with four video thumbnails: 'How To: Spring Lure', 'How To: Night Bass Fishing', 'How To: Drop Shot', and 'How To: Jig Lure'. A large 'ASK QUESTIONS HERE' button is also present. On the right, there's a 'Spotlight: Trout Fishing' section with a video player and a 'SAIFISHING IN GUATEMALA' section with a video player. At the bottom right, there's a 'Catch Photos' section with a grid of photos and a 'Save 30% or more' promotional banner.



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## Contact Us

**Tell Us Your Story! We Would Like to Help!**

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### General

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