

General Media

Product	File Size	Animation*	Border**	Rich *** Media	3 rd Party Tracking
300x250	40KB	15 sec.	1 pixel	Yes	Yes
160x600	40KB	15 sec.	1 pixel	Yes	Yes
728x90	40KB	15 sec.	1 pixel	Yes	Yes
Homepage Text link	60 characters	N/A	N/A	N/A	Yes

* Animation time includes multiple loops

** 1 pixel border required for white or transparent backgrounds only

*** See requirements below for expandable creative

Sound/Audio

- Sound must be user click-initiated with clear icon or appropriate text
- All sound must be muted at start of animation.

Flash

- Flash swf file export version 9 (or below) / Action Script 2.0 format (or earlier)
- 18 FPS maximum
- Third party served Flash ads must have a wmode set to "transparent" in their object/embed code.
- Third party served Flash ads using CSS style should not include "z-index:" parameter.
- Audio permitted; must be user initiated, on click.
- All creatives must be designed with a solid background color to avoid unwanted color conflicts with the displaying page.
- All .swf files should be accompanied by .gif creative
- All .swf files must contain the following ActionScript code for a clickable button:

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

Expandable Units / In-Page Video Units

Product*	File Size	Add'l. File Weight (Polite Download) Expandable	Add'l File Weight (Polite Download) In-Page Video	Expandable Area
300x250	40KB	80KB	1.2MB	Left – 600 x 250
160x600	40KB	80KB	1.2MB	Left – 480 x 600
728x90	40KB	80KB	1.2MB	Up – 728 x 310

* All Expandable/In-Page Video ads must be 3rd party served

- All Expandable Creative Must Be User-Initiated (Either Click-Initiated or Mouse-Over Initiated)
- Roll over ads must have roll over hotspot of up to 1/8 size of the ad. Entire ad cannot be roll over.
- Must include clear CLOSE X button in at least 10 pt type (single "X" not acceptable)
- Mouse-Over Creative Must Retract On Mouse-Off
- Mouse-Over Expansion Should Include Language Specifying Functionality (e.g. Rollover To Learn More)
- We recommend the use of a LinkedIn Certified Vendor, LinkedIn cannot host expand or video ads.

Certified Rich Media Vendors

- EyeBlaster
- EyeWonder
- PointRoll
- Atlas

- Doubleclick
- Mediaplex
- Flashtalking
- For information on our certification process or to get certified – email adtraffic@linkedin.com

Answers Sponsorship Units

Product	File Size	Animation	Border*	Rich Media**	3 rd Party Tracking
775x25	40KB	15 sec.	1 pixel	Yes	Yes
245x245	40KB	15 sec.	1 pixel	Yes	Yes
728x90	40KB	15 sec.	1 pixel	Yes	Yes
300x250 (Co-brand) LinkedIn designed & hosted, asset to deliver:					
100x25 logo	10KB	No	1 pixel	No	Yes
245x80 (Featured Category) LinkedIn designed & hosted, asset to deliver:					
100x25 logo	10KB	No	1 pixel	No	Yes

* 1 pixel border required for white or transparent backgrounds only

** Flash .swf accepted, no expandable/video rich media accepted

- 300x250 Co-Brand Unit Specs
 - Creative designed and hosted by LinkedIn, assets to be delivered:
 - 100x25 customer supplied logo
 - Third party impression tracking - Options are a 1x1 pixel with a tracking url/click command or host the logo via the third party tags.
 - Third party click tracking - click URL via one tracking URL or click command URL.
- 245x80 Featured Category Unit Specs
 - Creative designed and hosted by LinkedIn, assets to be delivered:
 - 100x25 customer supplied logo
 - Third party impression tracking - Options are a 1x1 pixel with a tracking url/click command or host the logo via the third party tags.
 - Third party click tracking - click URL via one tracking URL or click command URL.

Polls for Advertisers

Product	File Size	Animation*	Border**	Rich *** Media	3 rd Party Tracking
728x90 (Results Banner)	40KB	15 sec.	1 pixel	Yes	Yes
URL behind the by line poll results	n/a	n/a	n/a	n/a	Yes
300x250 LinkedIn designed & hosted, asset to deliver:					
100x50 (Poll Logo)	40KB	No	1 pixel	No	No

* Animation time includes multiple loops

** 1 pixel border required for white or transparent backgrounds only

*** Flash .swf accepted, no expandable/video rich media accepted

- Question: 75 characters max (including spaces)
- Answers: 30 characters max (including spaces)
- Answers: Up to five choices
- Option to randomize order of answer choices

Tips for writing poll questions

LinkedIn is a professional site focused on making professionals more productive. We expect the tone and quality of polls purchased and distributed through LinkedIn to be professional in nature. We reserve the right to refuse any poll that does

not meet the guidelines and best practices outlined below.

Please follow these best practices:

1. Construct questions so that the poll results will be relevant and interesting to the professionals answering your questions
2. Try to be as brief as possible in your question and answers. Shorter questions usually get higher response rates
3. Avoid yes/no questions (e.g. do you use this product?). These polls perform below average and results are less interesting
4. Include responses that cover the full spectrum of answers by including an option such as “none of these” or “other”
5. Do not ask leading questions (e.g. how much do you like this?)
6. Ensure all answers choices are clearly different (mutually exclusive)
7. Use appropriate ranges – avoid ranges with overlapping values (e.g. None, 1-5, 6-10, 11-15 instead of 0-5, 5-10...)

Poll Text Guidelines:

- Please use correct spelling and grammar
- Do not use excessive capitalization
- Do not use excessive or inappropriate punctuation.
- Do not repeat punctuation or use any symbols (i.e. *, @) in a manner that differs from its standard meaning

General Information

- We accept IFRAME/Javascript tags.
- We accept in-banner surveys – no floating layers or pop-ups.
- 3rd party tags must be allow for click tracking by our ad server via a click URL macro or redirect.
- All creative must function uniformly on both MAC and PC formats as well as multiple browser versions of Netscape, Internet Explorer, Firefox and Mozilla.
- Please notify LinkedIn before making creative swap. Campaigns running creatives which do not meet spec may be paused.
- Any questions related to LinkedIn Ad Specs please email adtraffic@linkedin.com

Creative Submission

- All ads, including those running through third party code, must be submitted to LinkedIn for approval
- Standard ads – three (3) business days
- Rich media ads – five (5) business days
- Premium positions & Sponsorships – seven (7) business days
- Third party servers should contact LinkedIn at least one (1) business day before rotating new ads into an existing ad campaign and provide those new ads for review.
- Submit all creative to your Account Manager and adtraffic@linkedin.com

Inadmissible Advertising

- Pop-ups and Pop-unders
- Floating ads or Floating layers.
- Ads with non-functioning drop-down menus, radio buttons, and text boxes
- Ads that contain fraudulent, deceptive or misleading statements or illustrations.
- Attacks of personal nature
- Advertisements that are overly competitive or that refer abusively to the goods or services of others.
- Offensive to Good Taste - Indecent, vulgar, suggestive or other advertising that, in the opinion of LinkedIn, may be offensive to good taste.
- Discrimination Advertisements that fail to comply with the express requirements of federal and state laws.
- Investments Advertisements that do not comply with applicable federal, state and local laws and regulations.
- Political advertisements that do not identify the paid sponsor in every frame of the ad will not be accepted.
- Tobacco Advertisements for cigarettes and other tobacco products.
- Occult Pursuits Advertisements for fortune telling, dream interpretations and individual horoscopes except when the emphasis is on amusement rather than serious interpretation.
- Endangered Species Advertisements offering furs or products made from the furs or hides of animals included on government endangered species lists.
- Online Gaming Advertisements promoting online gaming or wagering sites.
- Advertisements that, in our opinion, simulate LinkedIn.com web pages and/or other LinkedIn products or that may be confused with our web pages are unacceptable.