



Robotic Industries Association

# Technical Specifications

Materials submitted must comply with the requirements outlined below. RIA members may post/edit their ad materials and products in the website Member Control Panel or email the required materials and details to [webmaster@a3automate.org](mailto:webmaster@a3automate.org) for RIA to post/edit on their behalf.

## Submission of Materials and Dates

Ad materials must comply with the following requirements:

- Ads require ready-to-use digital files or images submitted **two weeks in advance of run date**. Files not adhering to the specifications will be rejected.
- When submitting artwork, please supply an **active website address** to where the banner should link when clicked.

Advertising Type	Dimensions (pixels)	Size	Acceptable Format	Animation Length (seconds)
Banner Ad	728 x 90	150K or less	JPG / GIF	20 seconds
Button Ad	150 x 150	50K or less	JPG / GIF	20 seconds
Featured Product Ad	300 x 300 and 150 x 150	50K or less	JPG / GIF	N/A
E-Newsletter Spotlight Ad	600 x 125	50K or less	JPG / GIF	N/A
E-Newsletter Sponsorship-Company Logo	250 x 125	50K or less	JPG / GIF	N/A
Home Page Spotlight Ad	403 W x 252 H	50K or less	JPG/GIF/PNG	20 seconds

**All files must be 72 dpi, RGB and files must not exceed size limits.**

GIF files may be animated. Recommended animation length is **no longer than 20 seconds** and includes multiple loops.

All files should be emailed to the RIA Webmasters at [webmaster@a3automate.org](mailto:webmaster@a3automate.org)

# Technical Specifications (Continued)

## Animated File Requirements (Banners and Buttons)

GIF files may be animated. Recommended animation length is no longer than 20 seconds and includes multiple loops. Animation must stop after 20 seconds.

Flash (SWF) banners and buttons submitted to the website must include the common “clickTag” code for linking to a website. The code below should be included on all buttons within the Flash ad. Animation must stop after 20 seconds.

### If using Adobe Flash:

```
on (release) {  
  getURL(_root.clickTAG, "_blank");  
}
```

### If using Adobe Animate CC:

```
import flash.events.MouseEvent;  
import flash.net.URLRequest;  
import flash.net.navigateToURL;
```

```
/*Button instance should be named 'btn'*/  
btn.addEventListener(MouseEvent.CLICK, onClick);
```

```
function onClick(e:MouseEvent):void {  
  navigateToURL(new URLRequest(root.loaderInfo.parameters.clickTag), '_blank');  
}
```

Including the `_root` is not a requirement for “clickTag”, but is preferred so as Flash buttons in multiple layers of the advertisement will click correctly. Additional information regarding the use of clickTag for online advertising can be found at the Adobe website:  
<http://www.adobe.com/resources/richmedia/tracking>.

Upon submitting artwork for an ad, you will be asked to supply a website address to where the ad should link when clicked. Direct URLs embedded in a Flash document should not be utilized for advertising on the Vision Online/Robotics Online/Motion Control Online websites.

**Flash advertising MUST also be accompanied by a static JPG or GIF of the same ad.**

## Button Ads

All Button Ads must contain a black, 1 pixel rule around the ad unless the background color of the ad is black. Animated ads should have a rule around each frame.

### Featured Product Ads

Featured products ads are built by the website with the images and text you supply for the ad and for the product catalog. The title provided will be edited to be capitalized, unless stated otherwise.

The ads include a color thumbnail of the product photo you are featuring and 200 characters of descriptive text in the ad. Ads then link to that product's Catalog page which has a full color photo, detailed text description, the ability for a customer to request a quote directly from you and a link to your Company Profile Page.

Since Featured Product ads use the images supplied for the Product in the Product Catalog (see specs below), two image sizes need to be supplied (full and thumbnail). The thumbnail will be utilized for the image within the Featured Product Ad. In addition to the full and thumbnail images, please provide:

- Ad Title - maximum is 35 **characters (including spaces)**
- Product Name
- Model Number
- Descriptive text for ad (teaser text) - maximum is 200 **characters (including spaces)**
- Detailed product description – maximum 2000 **characters (including spaces)**

There are two image sizes that should be provided for product/services: Full and

Thumbnail. Below are the specifications for both file sizes:

Version	Dimensions (pixels)	Restrictions
Full	300 x 300	Height or Width May Be Smaller
Thumbnail	150 x 150	Exact Size

All files must be: 72 dpi, JPG or GIF, file size must not exceed 30 kb, files must be RGB. The website will not resize or crop the full version to fit within the thumbnail version. Therefore, if only the full version is supplied, the thumbnail will remain blank. If only the thumbnail version is supplied, the full version will remain blank.

If you require assistance regarding the elements described in this document, please contact RIA Webmasters at [webmaster@a3automate.org](mailto:webmaster@a3automate.org) or by telephone at +1-734-929-6088