Technical Specifications

Materials submitted must comply with the requirements outlined below. RIA members must post/edit their ad materials and products in the website Member Control Panel or email the required materials and details to 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.

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

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
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.MOUSE_UP, 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:

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:

<table>
<thead>
<tr>
<th>Version</th>
<th>Dimensions (pixels)</th>
<th>Restrictions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full</td>
<td>300 x 300</td>
<td>Height or Width May Be Smaller</td>
</tr>
<tr>
<td>Thumbnail</td>
<td>150 x 150</td>
<td>Exact Size</td>
</tr>
</tbody>
</table>

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.