

nycgo.com Tech Specs

About Our Audience

nycgo.com is the official Web site of New York City. Our mission is to help travelers plan their trips in order to experience NYC like the locals. Our site also helps locals explore their City: with the latest information about hip bars, great restaurants, Broadway shows, weekly events and the best free entertainment that the City has to offer. nycgo.com's audience consists of affluent, educated people, both Americans and internationals, who enjoy travel, theater, the arts, shopping and individual sports.

Technical Specifications

Online Ad Specifications

Placement	Requirements	Lead Time
Leaderboard	Dimensions: 728x90 Max File size: 40K (15 second looping if animated - max 3 loops) Flash accepted, Expandable down ok to 728x180; Can accommodate a floating ad. Please allow additional 7 business days for QA and troubleshooting.	3 business days
Medium Rectangle	Dimensions: 300x250 Max File size: 40K (15 second looping if animated - max 3 loops) Flash accepted, Expandable left ok to 600x250; Can accommodate a floating ad. Please allow additional 7 business days for QA and troubleshooting.	3 business days
Button	Dimensions: 120x90 Max File size: 20K (15 second looping if animated - max 3 loops)	3 business days
Text Link	Up to 50 characters per line, up to 3 lines. (Total of up to 150 characters, includes spaces)	3 business days
Expandable Pushdown unit	Collapsed: 960x60px Expanded: 960x388px Maximum length is 2X the initial ad size Max Initial Load file size: 40 KB Additional file weight (i.e. polite download): 80 KB Flash specifics: 18 fps User Initiated (on click) Max animation length: Anything up to 15 seconds Additional Requirements: Must have a "Close X" Control, Font = 16 pt on edge of original (non-expanded/expanded) unit Feature = Enable Mouse-Off Retraction	10 business days

"This Is New York City" e-mail insertion	Dimensions: 300x250 Max File size: 40K (flat image) Destination URL	5 business days
Dedicated E-blast	Limit width to a maximum of 650px Total size of e-blast should be less than 100K No background images or animated .gifs Final layout, delivered as .psd or .pdf, is subject to design approval by NYC & Company Copy for the e-mail (subject line, body copy, from line and reply-to address) in a copy edited Word doc required from client	5 business days
Content Channel Sponsorship	Dimensions: 1250x600 with center 985px blank; Resolution: 72 DPI. Note: height is flexible but total file size should not exceed 20 kb. Subject to approval by NYC & Company.	10 business days
Suggested search phrase	16 characters, includes spaces	5 business days

For more information, please view the standard specs on the IAB Web site:

http://www.iab.net/iab_products_and_industry_services/508676/508767/Ad_Unit

Official NYC Information Center (ONIC) Takeover Specifications

Placement	Requirements	Lead Time
ONIC Takeover – Window Cling	2 windows, side by side, each 112.75" W x 137.5" H, with 6 inches required margin on the height. Raw vector art submitted to NYC & Co. as PSD, EPS, or InDesign files.	60 days
ONIC Takeover – Branded pucks	Art should fit on a 4" circle, non-bleed In Design or Illustrator file types preferred for Adobe CS3 or lower. Vector-based logos, images, etc. preferred Resolution: minimum 300 DPI Subject to creative review.	60 days
ONIC Takeover – Staff pins	Art needs to fit in a 1.25" circle. In Design or Illustrator file types preferred for Adobe CS3 or lower. Vector-based logos, images, etc. preferred Resolution: minimum 300 DPI Subject to creative review.	60 days
ONIC Takeover – Feature dock incorporation	<ul style="list-style-type: none"> Intro for the feature dock (optional, 225 characters, including spaces) Venue title (70 characters, including spaces) Venue images (860x630 pixels. Jpg, Png file format accepted) Venue address and/or latitude and longitude (address line is 85 characters, including spaces) Venue description (500 characters including spaces) 	60 days
ONIC Takeover	Dimensions: 60x40 pixels	60 days

<p>– Logo on feature dock</p>	<p>Resolution: 72 DPI B/W and color creative accepted. Format: PNG, JPG, or GIF format. (PNG24 or GIF with black or dark background look best)</p>	
<p>ONIC Takeover – Rack card/brochures</p>	<p>The rack is 3” wide and 5” high. Materials that can be displayed well within this space will suffice.</p>	<p>60 days</p>
<p>ONIC Takeover – Staff training</p>	<p>Client to provide one page that summarizes staff talking points, including:</p> <ul style="list-style-type: none"> ○ Title ○ Location ○ Story/background information ○ Some promotional information (awards won, locations, CDs sold, etc.) ○ Target audience (i.e. is it good for kids?) ○ How to get tickets 	<p>60 days</p>
<p>ONIC Takeover – Ambient Music</p>	<p>Client to provide CD or MP3 download link</p>	<p>60 days</p>
<p>ONIC Takeover – Custom printed itinerary ad</p>	<p>Dimensions: 243x162 pixels for Slot 1 and 2. Resolution: minimum 72 DPI, but 96 DPI preferred B/W and color creative accepted. Please note there is no “border” for image so client should insert border in creative if they do not want ad to bleed off directly into white background. Format: JPEG or GIF only</p>	<p>60 days</p>
<p>ONIC Takeover – Incorporation in Photo Slideshow</p>	<p>Dimensions: 1600 pixels x 900 pixels. Resolution: 300 DPI Format: JPEG Subject to creative review Clients can submit captions with photos of up to 100 characters, including spaces (if not, NYC & Co. will add appropriate identification).</p>	<p>60 days</p>
<p>ONIC Takeover – Video on back wall</p>	<p>SIZE</p> <ul style="list-style-type: none"> • 1920 Wide x 1080 High (dimensions in pixels) • 16:9 content will run full height and width within this area • 4:3 content MUST be exported at 1920 x 1080 and pillarboxed within that area. • Final QT MUST be 100 MB or less <p>ENCODING</p> <ul style="list-style-type: none"> • Quicktime H.264 is the only codec accepted • Best quality, millions of colors, highest possible framerate • For :30 spots, 9,000 kbps/sec is a good rate <p>AUDIO</p> <ul style="list-style-type: none"> • Format: AAC 	<p>60 days</p>

	<ul style="list-style-type: none"> • Sample Rate: 48kHz • Bit Rate: 256kbps • Channels: Stereo (L R) <p>LOGOS</p> <ul style="list-style-type: none"> • Type: .eps or .ai • Dimensions: 1920px x 1080px, or on a 1920 x 1080 slide <p>DELIVERY CRITERIA</p> <ul style="list-style-type: none"> • Spots must be either 15, 30 or 60 seconds • Accepted delivery method: DVD-R, CD-R or link to QT via FTP, YouSendIt, etc. <p>PLEASE NOTE</p> <p>Exclude all title cards, colors bars, or any other type of broadcast information before or after the spot as it is not needed. All sponsors must include a "Sponsored By (name of sponsor)" overlay for the entire length of the clip.</p> <p>PRODUCTION TIP:</p> <p>Create custom content at full width and height to maximize creative impact. When using a 4:3 spot pillarboxed within the 1920x1080 (16:9) content area, understand that this will leave a large amount of unused space to the left and right of your spot. Consider using this extra space for additional graphics to appear during your spot, subject to approval by NYC & Company.</p>	
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Creative Guidelines

These guidelines apply to display and text advertising and associated landing page content appearing on nycgo.com.

All creative is subject to approval by NYC & Company. Adherence to these guidelines does not guarantee acceptance of advertising creative.

- Animation - all animation should comply with the IAB-recommended limit of 15 seconds. Animation can begin again on mouse over, but must stop immediately on mouse off. Animation can replay a maximum of three times.
- Audio - audio must be user initiated.
- Branding - Ad branding must accurately reflect the party offering the specific product or service.
- Content - Ad content should avoid the following:
 - Sexually suggestive text, images or video
 - Defamatory, libelous or threatening text, images or video
 - Potentially offensive text, images or video

- Elements that simulate interactivity (e.g. drop-down menus, search boxes, etc.) or resemble operating system dialogue messages, alerts or functions
- Elements that degrade New York City or portray the City in an undesirable light
- Ads that, at NYC & Company's sole discretion, promote low quality products or services, products or services of questionable legality, or ads that otherwise negatively affect our users' online experience
- Format - NYC & Company does not allow pop-up or pop-under advertising. All clicks on ads on nycgo.com will open the Advertiser's landing page in a new browser window.

NYC & Company reserves the right, but is not under any obligation to:

- Request changes to any advertisement scheduled for insertion;
- Reject, at any time, in its sole discretion, any advertisement submitted for placement, whether on the basis of these guidelines, advertising format, targeting criteria, or for any other reason; and
- Modify these guidelines at any time without notice.

It is the advertiser's responsibility to ensure that:

- All advertising in its campaigns complies with all applicable federal, state/provincial and local laws or regulations. NYC & Company will notify Agency or Advertiser in the event that its materials are in violation of a policy of the City of New York or otherwise prevent NYC & Company from performing its duties as a Convention and Visitor's Bureau;
- An advertisement does not violate the intellectual property rights of third parties;
- Offers included in any advertising message disclose all material terms that a reasonable person would require in making an informed purchase (for example, NYC & Company would reject advertising that offers a "free" product with hidden costs);
- All claims made in an advertisement have been substantiated before the advertisement is scheduled to appear;
- Users are not being misled or deceived into downloading software;
- Advertising that includes warranties, guarantees, or other types of assurances to the user complies with all applicable laws, regulations or guidelines regarding such assurances, including but not limited to those set forth by the Federal Trade Commission ("FTC"), Food and Drug Administration ("FDA"), U.S. Secretary of Education; and
- Users are not deceived into providing personal information without the user's knowledge, under false pretenses, or to companies who resell, trade, barter or otherwise misuse that personal information.
- All advertisements are COPPA and CARU compliant.