Ad Planner – RefineryOperations.com

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Spotlight your company and increase brand exposure on the internet with Display Ads.

The Refinery Operations website has been recently revamped to encourage participation and are responsive for mobile browsers. The Display Ads are larger with rich media options.

RefineryOperatons.com focuses on your market. If you have a niche in one of these areas also consider **Coking.com** and **CatCracking.com.**

Home Page – 3 months

Top tier:	**$4,700**
Mid tier:	**$4,400**
Lower tier:	**$4,100**

Latest News Page – 3 months

Top tier:	**$1,500**
Mid tier:	**$1,300**
Lower tier:	**$1,100**

Forum Pages - 6 months

Top tier:	**$1,695**
Lower tier:	**$1,545**

Site Pages: choose one group

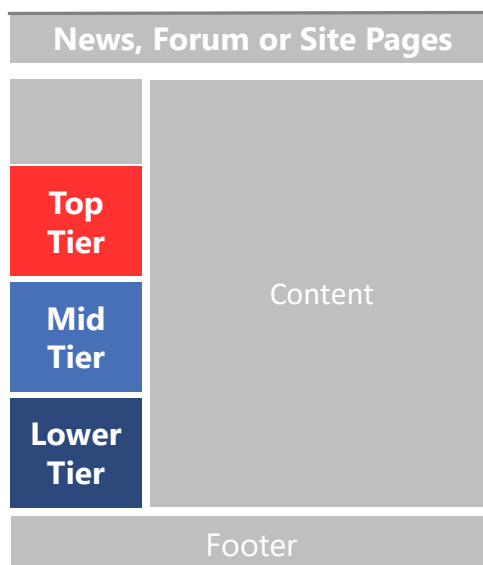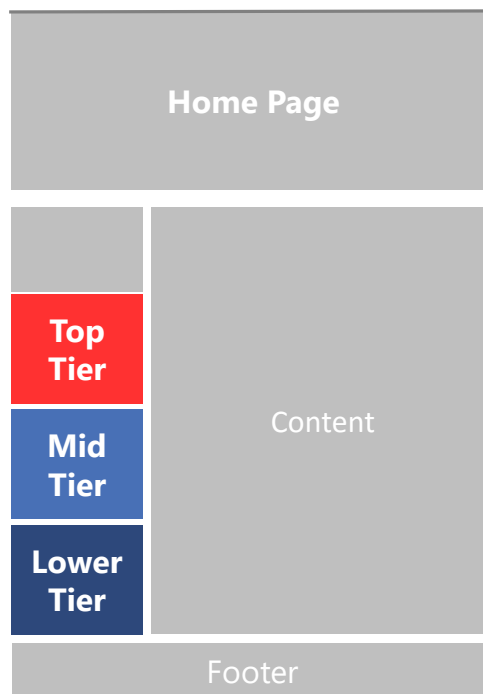|	
Top tier:	**$2,736**
Mid tier:	**$2,536**
Lower tier:	**$2,336**

Site Pages refers to groups of pages and/or articles that are separated in the categories below.

- **Process Technology**
- **Operations**
- **Automation**
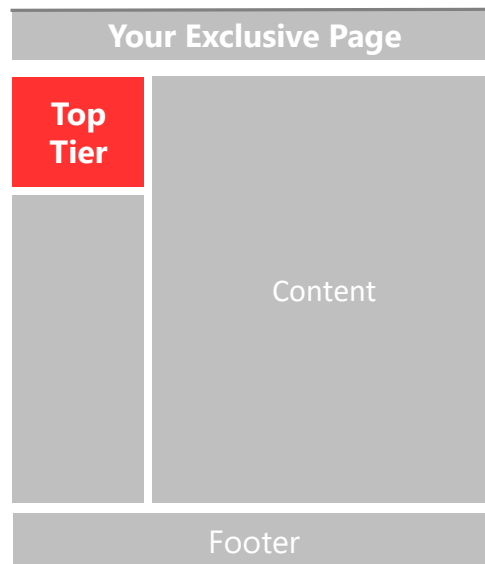- **Instrumentation & Analytical**

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Because our websites are responsive to browser size, display ads will shift location and/or size on small tablet and mobile devices. Layouts shown here represent a browser window of about 770 pixels minimum width.

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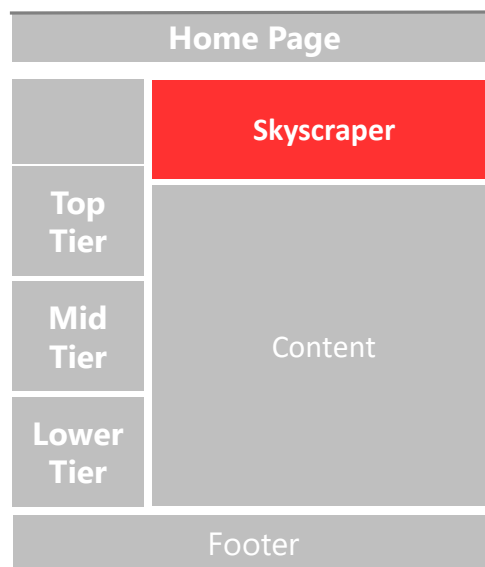## Exclusive Page – 12 months

Top tier: $2,736

- An exclusive page has only one advertisement – your company.
- The ad can hyperlink to your company website.
- Content in the article can hyperlink to your company website.
- You can include email links to your company representatives.

Your Exclusive Page

Top Tier

Content

Footer

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Skyscraper (Home Page) – 3 months

Top tier: $5,700

- An exclusive page has only one advertisement – your company.
- The ad can hyperlink to your company website.

Home Page

Skyscraper

Top Tier

Mid Tier

Lower Tier

Content

Footer

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Skyscraper specifications

- Use a basic image or provide rich media interactivity.
- Detailed ad analytics provided every six months on request.
- Link to your company website.

770 wide x 355 height in pixels

Static image, animation, or video

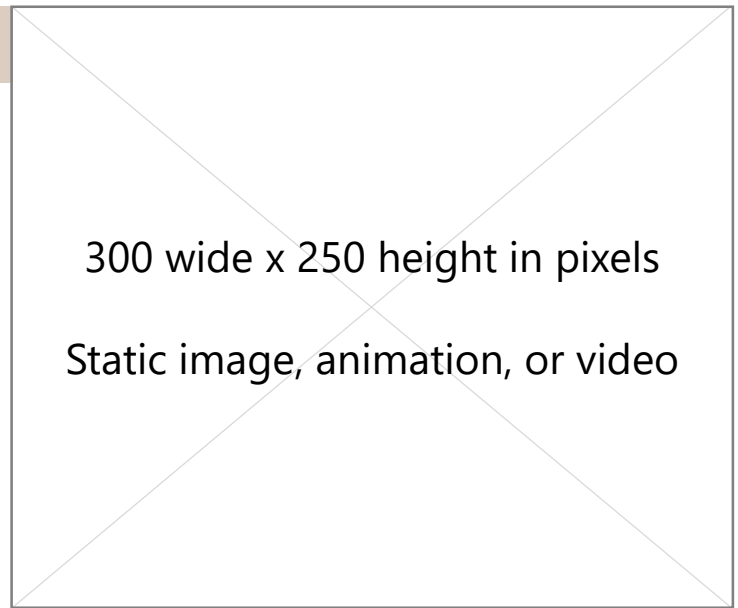## All other Display Ad specifications

- Use a basic image or provide rich media interactivity.
- Detailed ad analytics provided every six months on request.
- Link to your company website.

300 wide x 250 height in pixels

Static image, animation, or video

Display Ad	Specification	Details
Maximum Dimensions	300x250 (width x height in pixels) [Skyscraper 770x355]	IAB Creative Unit Name: Medium Rectangle or In-Banner Video (Rich Media)
Static Image	JPG, PNG, or GIF file type	Static image has no animation and does not contain video.
Max initial file load size:	45 KB	The initial creative file(s) for an ad load size is limited in order to preserve the page load performance and thus the user's web browsing experience.
Max video and animation frame rate	24 fps	
Maximum Animation Length:	15 seconds	"Animation" is a programmatically generated display of images, creating the illusion that objects in the image are moving. "Animation" is not digital video as it relates to this document.
Animation alternate	For times when the user's browser does not support creative functionality (i.e. Flash™, HTML5), provide a standard image file.	
Audio initiation	Must be user initiated (on click: mute/un-mute); default state is muted	"User Initiation" defined: User initiation is the willful act of a user to engage with an ad. Users may interact by clicking on the ad, and/or rolling over an ad (or a portion of an ad). With respect to user initiation for the purposes of these guidelines, a roll-over is defined as a willful pause of the user's cursor on the target portion of the creative (the "hot spot"), such pause lasting at least 1-second in duration, before an action may be initiated by the ad (i.e. trigger an expand, etc.). This pause/ delay prevents unwanted user initiated actions, and false reporting of user engagement.
Hot spot	Only initiated when cursor rests on hotspot for at least 1 second. Must not initiate audio.	
Labeling requirements, font size, etc.	Display Ad content must be clearly distinguishable from normal webpage content	Display Ad must have clearly defined borders and not be confused with normal page content
Submission lead-time	Minimum 6 business days before Start Date	
Animation alternate	For times when the user's browser does not support creative functionality (i.e. Flash™, HTML5), provide a standard image file.	
Video (rich media)		
Subsequent max polite file load size:	100 KB	
Subsequent max user initiated file load size:	2.2 MB for video file load OR unlimited for streaming video	Video hosting provided by Advertiser.
Minimum required controls	Controls = Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	