

Advertising Creative Specifications

Flash Specs	Horizontal Unit Leaderboard (728x90) Banner (468x60)	Vertical Unit Wide Sky (160x600) Skyscraper (120x600)	Box Unit Med. Rectangle (300x250) Half-page (300x600)
Flash Version	.swf file up to and including Version 10		
Frame Rate	15		
Max File Size	40k		
Max Flash Weight	40k		
Max GIF Weight	40k		
Max Looping / Animation	:15 animation including multiple loops (3 loops max)		
Flash	on(release) {getURL(_level0.clickTag, "_blank"); }		
Back-up File	jpg or gif		
Test Time Required	3-5 days		

Text Specs

250 Characters (including spaces)



Rich Media Specs	Horizontal Unit Leaderboard (728x90) Banner (468x60)	Vertical Unit Wide Sky (160x600) Skyscraper (120x600)	Box Unit Med. Rectangle (300x250) Half-page (300x600)
Flash Version	Version 10		
Max # of Panels	1		
Panel Initiation	On click		
Panel Closing	On mouse out or click		
Close Button	Required		
Back-up File	jpg or gif		
Max Panel Expansion Size	728x180 468x180	300x600	500x250 500x600
Panel Expansion Direction	Up/Down	Left/Right	Left/Right
Max Weight Per Panel	40k		
Max Weight Total (Initial Load)	40k		
Max Weight Total (Polite Load)	100k		
Data Collection Requirements	No		
Hot Spot Requirements	No		
ISI Scroll	Can run longer than :15		



Mobile Specs	Extra Large Unit	Large Unit	Medium Unit	Small Unit
Dimensions	300x50	216x36	168x28	120x20
Max File Size/Wt.	6KB	4KB	3KB	2KB

Interstitial Specs	Box Unit	Full Page
Dimensions	300x250	800x500
Max File Size/Wt.	100k	
Animation	No limits	

Video Specs	Horizontal Unit Leaderboard (728x90) Banner (468x60)	Vertical Unit Wide Sky (160x600) Skyscraper (120x600)	Box Unit Med. Rectangle (300x250) Half-page (300x600)
Max Video Weight	100k		
Audio	User-initiated only		
Max Play Time (User-initiated)	Unlimited		
Max Play Time (Autoplay)	:15		
Controls	Required		
Back-up	jpg or gif		