

Online Advertising Specifications

UNIT NAME	PIXEL DIMENSIONS	MAXIMUM FILE SIZE (KILOBYTE)	LOOPING/ MOVEMENT LIMIT	ACCEPTABLE FORMATS
Leaderboard	728 X 90	30 KB	30 Seconds	SWF, GIF, JPEG
Skyscraper	120 X 600 160 X 600	25 KB	30 Seconds	SWF, GIF, JPEG
Rectangle	300 X 250 336 X 280	30 KB	30 Seconds	SWF, GIF, JPEG
Button	125 x 125 120 X 90 88 x 31	20 KB 10 KB 5 KB	2 Frames	GIF, JPEG
Half Banner	234 X 60	20 KB	2 Frames	SWF, GIF, JPEG
Monster	425 x 600	40 KB		
Sponsorship Units	980 x 40 Expandable to 980 x 300	40 KB		

NOTES:

*All flash ads must contain a universal clickTAG instead of a specific link. Attach the following actionsript to a button in your flash movie. Ads created with a clickTAG allow any publisher to adjust the URL without modifying the ad.

```
on (release){
get URL(clickTAG,"_blank");}
```

*Please stop the flash ad within 30 seconds. Simply add a stop() command somewhere in the last frame.

*Ads with sound, flashing, or shaking are not allowed. (Exception: Sound is only allowed after a mouse click on the ad.)

*Ads with streaming sound must have a stop button.

*Publish Flash ads for the Flash 6 Player or earlier. Use the earliest version possible for maximum compatibility.

*For Expandable Units, Floating Units, and other unique advertisements, please contact us for more information.

