

Unit Name	Pixel Dimensions	Maximum File Size (Kilobytes)	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
Half Banner	234 X 60	20 KB	2 Frames	SWF, GIF, JPEG
Sponsorship Units	995 x 40 Expandable to 995 x 300	40 KB	15 seconds closed 30 seconds open	SWF, GIF, JPEG [3rd party HTML or AdInterax for expand]
Expandable Leaderboard	728 X 90 closed. Expands down to 728 x 300 max.	40 KB	30 Seconds	3rd party HTML or AdInterax
Expandable Skyscraper	160 X 600 closed. Expands left on selected pages to 300x600 max.	40 KB	30 Seconds	3rd party HTML or AdInterax
Expandable Rectangle	300 X 250 closed. Expands down and left to 450x350 max.	40 KB	30 Seconds	3rd party HTML or AdInterax

NOTES:

*All flash ads must contain a universal clickTAG instead of a specific link. Attach the following actionscript 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) {
    getURL(ClickTAG, "_parent");
}
```

*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.