

Placement & Type	Skyscraper	Rectangle	Leaderboard	Skyscraper	Pushdown	Site Skin (Full)	Site Skin (Single Panel)	Logo	Textlink	
Creative Dimension/ Text Copy	160x600	300x250	728x90	300x600	970x66	1392x800 Including Invisible/Overlay in the Center (968x800)	200x800	100x60	80 Characters	
Rich Media Type (Atlas, Pointroll, Motif, Eyeblaster, Unicast)	Atlas, Pointroll, Motif, Eyeblaster, EyeWonder, Unicast, Etc							N/A	N/A	
Rich Media Fees (Waived/Agency Paid)	Agency Paid							N/A	N/A	
Accepted Creative (Flash, GIF, JPG, etc.)	GIF/JPEG, iFrame, Javascript, Flash(.swf), HTML							GIF/JPEG	Text	
Acceptable Flash Versions	Flash 6 and above							N/A	N/A	
Max. K Size	50kb Max File Size / Initial Download, 100kb Max for Streaming Video					100kb Max File Size / Initial Download, 300kb Max for Streaming Video	50kb Max File Size / Initial Download, 100kb Max for Streaming Video	20kb	N/A	
Max. Animation	15 secs, max. 30 secs									
Max. # Anim. Loops	Max 3 Loops									
Audio	Only user initiated				Only user initiated (see Panel Activation)		Only user initiated			
Panel Activation / Closing:	Expandables can only be user initiated and must contain a visible close button. Roll overs must have delay or be click-to-expand and be approved by publisher.				One (1) auto-initiated pushdown effect per user every 24 hours; subsequent pushdown effects are user-initiated by clicking. • Capping should be accounted for and provided in one tag. • NOTE: No mouse over/mouse off functionality (soft collapse) when the ad pushes down, it should fully push down regardless of where your mouse happens to be to optimize user experience. When you mouse off of the ad, it should stay pushed down until the user chooses to close the ad.		Expanded panel can only be user initiated from the side gutter (click-to-expand) and must contain a visible close button.		N/A	N/A
Max Panel Sizes:	320x600	600x250	728x180	N/A	970x418	1392x800 Including Invisible/Overlay in the Center (992x800)	200x800	N/A	N/A	
Expand Direction:	Right	Left	Down	N/A	Down	Center, Left Panel, Right, Right Panel, Left	N/A	N/A	N/A	
Notes	Flash banners must have blank click tag implemented. Please ask for instructions if needed.				Auto Initiation: <ul style="list-style-type: none"> • Creative expands pushing the page content down - Delayed Auto Open:01 second • Creative animates in it's expanded state - Allotted time duration: :05 seconds • Creative retracts pulling the page content to its original state - Allotted time duration: :01 second User Initiation: <ul style="list-style-type: none"> • User clicks creative, ad expands pushing page content down - Allotted time duration: :01 second • Creative animates in it's expanded state - Allotted time duration: :15 seconds (if video: :30 seconds) • User clicks the close link, creative retracts pulling page content back to it's original state - Allotted time duration: :01 second 		Side Gutters: <ul style="list-style-type: none"> • Featured content must be aligned to the side gutters (140px, max 200 px wide on each side). • To create a seamless experience for users on larger monitors or using higher resolutions, edges must fade to a solid color on sides and bottom to prevent those users from seeing a hard edge • Images must remain fixed in browser when user scrolls down Expanded Panel/Center Overlay: <ul style="list-style-type: none"> • Content and imagery may extend beyond the gutters to create an enhanced user experience. • Clickable hotspot is max 900px wide and no more than 25% of the ad unit 		N/A	Sponsorship text "Brought to you by" will be appended to the logo, revising the final creative size to 160x60.

Ad Units	Size	File Size (max.)	File Types Accepted	Animation / Video Length (max.)	Audio	Video	3 rd Party Tracking Accepted	Opacity	Aspect Ratio	Resolution	Frame Rate	Bit Rate
Pre-roll (clickable)	400x300	5MB	FLV preferred, MOV, MPEG, WMV	:15 to :30 seconds	User-initiated	Automatic or User-initiated	Yes - 1x1 tracking pixels for start, 25%, 50%, 75%, end and clicks	N/A	4:3 or 16:9	640 x 480 (preferred)	30FPS	500kb/s to 600 kb/s
300x250 Companion Banner	300x250	40KB	JPG, GIF, SWF, iFrames	:15 seconds / 3 loops	User-initiated	Automatic or User-initiated	Yes - 1x1 tracking pixels	N/A	N/A	N/A	30FPS	N/A
Overlay*	300x50 & 600x80	40KB	iFrames (preferred), JPG, GIF, SWF	5 to :15 seconds	N/A	Automatic or User-initiated	Yes - 1x1 tracking pixels	Text and image: 100% opaque; background: 70% maximum	N/A	N/A	N/A	N/A

*Overlay ad must have a persistent close button and should have a label to identify unit as "Advertisement".