

e-MEDIA PRODUCTION SPECIFICATIONS

Web Advertising Positions & Specs:

- ▶ **LEADERBOARD:** 728x90 pixels – (top and bottom)
- ▶ **BUTTONS:** 120x90 pixels
- ▶ **MEDIUM RECTANGLES:** 300x250 pixels – (top and bottom)
- ▶ **LOGO:** 88x31 pixels

Maximum File Size: (Static or Rich Media ad)

728x90: 35k
300x250: 35k
120x90: 20k
88x31: 10k

File Formats:

FLASH (.SWF)
GIF (Static or Animated)
JPG
HTML

Approved Third Party Vendors:

Bluestreak, DoubleClick, DART Motif, Eyeblander, Point.Roll, Unicast In-Page Enliven, Viewpoint, Eyewonder, Interpolls, Klipmart, Atlas and Shoshkele.

Rich media Options:

Expandable, Out-of-banner, Floating, Audio and Video, In-Banner Streaming and Transitional.

Flash Ad Requirements:

Please publish your .SWF file as Flash 10 or below.

Rich Media File Requirements:

- Backup .gifs must be submitted
- 15 seconds max animation length
- Maximum of 3 loops (animation must stop after the 3rd loop)
- Frame rate must be no more than 18fps
- Initial file size must not exceed 35k
- Audio must be user initiated (On click)
- All animation/audio must contain Play/Stop controls
- Expandable ads must include a Closing "X" button
- The top-most layer must be a transparent button layer containing a clickTAG variable.

Cancellations:

All cancellations must be made in writing to your advertising representative 30 days prior to scheduled ad/program. Cancellations made in less than 30 days may require full payment.

Please use the following code exactly as it is written.

```
on(release)
{
  getURL(_root.clickTAG, "_blank");
}
```

Note: You do NOT need to embed the click URL for your ad in the SWF. It will be inserted by our ad server.

e-Newsletter Advertising Positions & Specs:

- ▶ **LEADERBOARD:**
Size: 728x90 pixels
Static .gif or .jpg, 15k file size (max), company URL
Please provide ALT text
- ▶ **BANNER:**
Size: 468x60 pixels
Static .gif or .jpg, 15k file size (max), company URL
Please provide ALT text
- ▶ **MEDIUM RECTANGLE:**
Size: 300x250 pixels
Static .gif or .jpg, 15k file size (max), company URL
Please provide ALT text
- ▶ **SKYSCRAPER:**
Size: 160x600 pixels
Static .gif or .jpg, 15k file size (max), company URL
Please provide ALT text
- ▶ **MEDALLION:**
Size: 120x90 pixels
Static .gif or .jpg, 10k file size (max), company URL
Please provide ALT text