

# eMEDIA PRODUCTION SPECIFICATIONS

## Web Advertising Positions & Specs:

728x90 pixels – (Leaderboards, top and bottom)  
300x250 pixels – (Medium Rectangles, top and bottom)  
88x31 pixels – (Logo)

## Maximum File Size: (Static or Rich Media ad)

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

E 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.

## eNEWSLETTER ADVERTISING POSITIONS & SPECS:

### CLAIMS eNEWS:

#### Banner:

Size: 468x60 pixels  
Static .gif or .jpg, 15k file size (max), company URL

#### Skyscraper:

Size: 160x600 pixels  
Static .gif or .jpg, 15k file size (max), company URL

#### Medallion:

Size: 120x90 pixels  
Static .gif or .jpg, 10k file size (max), company URL

### CLAIMS CE AND SIU eNEWS

#### Top Leaderboard

Size: 728 x 90  
Static .gif or .jpg, 15k file size (max), company URL

#### Medium Rectangle

Size: 300 x 250  
Static .gif or .jpg, 15k file size (max), company URL

#### Text ad

Size: 45-50 word max; Logo: 88x31  
Static .gif or .jpg, 10k file size (max), company URL

#### Bottom Leaderboard

Size: 728 x 90  
Static .gif or .jpg, 15k file size (max), company URL