

# e-media 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

### ▶ **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, Eye-wonder, 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.

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.

### ▶ **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.

## eNewsletter Advertising Positions & Specs:

### ▶ **Banner:**

Size:468x60 pixels

Static .gif or .jpg, 15k file size (max), company URL

### ▶ **Medium Rectangle:**

Size: 300x250 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

### ▶ **Logo with Text:**

Size: 120x60 pixels

Static .gif or .jpg, 10k file size (max), company URL

Text: 25-40 words (max), company URL