

ONLINE MEDIA SPECIFICATIONS

BANNER SIZE

Skyscraper (Vertical)

160 pixels x 600 pixels (width x height)

Big Box (Square)

300 pixels x 250 pixels (width x height)

Leaderboard (Horizontal)

728 pixels x 90 pixels (width x height)

FILE RESOLUTION & SIZE

- 72 dpi
- **swf** under 50 kb
- **jpg/gif** under 30 kb

STILL DIGITAL FILES

- **jpg** or **gif** format

ANIMATED DIGITAL FILES

- **gif** or **swf** format (no rollovers)
- animation lengths 15 secs, after which point they must remain static
- do not use strobe animations
- there is a five day lead time for the provision of electronic files, which will be strictly enforced with Flash animations
- see IAB Rich Media Guidelines* for further information (<http://www.iab.net/>)

POP-UPS/INTERSTITIALS*

Frequency:	Once per session
Format:	HTML with ref. to Flash/images
Size	small 300x250 pixels (W x H)
	large 550x480 pixels (W X H)
File weight:	30k images
	40k flash
Audio/Video initiation:	User initiated only
Close box:	Mandatory
Duration:	Max. 20 seconds

MATERIAL SUBMISSION

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SITE SKIN

- specs on request



RATES (net dollars)

1. Skyscraper	\$35 CPM
2. Big Box	\$35 CPM
3. Top Leaderboard	\$40 CPM
4. Bottom Leaderboard	\$25 CPM
5. Inter/Prestitial	\$75 CPM
6. Siteskin/Wrap	\$200 CPM