

### 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

[www.advertisewithventure.com](http://www.advertisewithventure.com)  
 click on "Submit Your Ad"

#### 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