

eMedia Production Specifications

Web Advertising Positions & Specs:

728x90 pixels – (Leaderboards, top and bottom)
468x60 pixels – (Banner, homepage)
300x250 pixels – (Medium Rectangles, top and bottom)
120x60 pixels – (Logo)

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

728x90: 35k
300x250: 35k
120x60: 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.

Please use the following code exactly as it is written.

```
on(release)
{
  g
  etURL(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:

► Banner:

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

► Medium Rectangle:

Size: 300x250 pixels
Animated .gif or .jpg, 15k file size (max), company URL

► Medallion:

Size: 120x90 pixels
Animated .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

Questions? Contact your account representative today!

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