



Advertising Specs

Creative Name	Format (WxH)	File Type	File Size	Animation Length & Looping	Flash Version	Standard Click Tag	Materials Due Date
Leaderboard Banner	728x90	FLASH, GIF, JPEG, HTML	30KB	15 seconds; 3 Loops	Flash 6 or 7	getURL (clickTag, "_blank");	3-5 Business Days
Medium Rectangle	300x250	FLASH, GIF, JPEG, HTML	30KB	15 seconds; 3 Loops	Flash 6 or 7	getURL (clickTag, "_blank");	3-5 Business Days
Button	125x125	FLASH, GIF, JPEG, HTML	30KB	15 seconds; 3 Loops	Flash 6 or 7	getURL (clickTag, "_blank");	3-5 Business Days
Footer Banner	468x60	FLASH, GIF, JPEG, HTML	30KB	15 seconds; 3 Loops	Flash 6 or 7	getURL (clickTag, "_blank");	3-5 Business Days