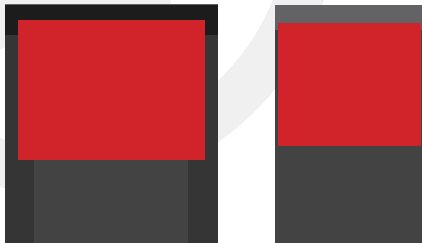


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AD CREATIVE SPEC SHEET



GRAVITY

1260x840
Animated, video or static
File size under 150k
Alternate gif/jpg for animated files

473x480
Static
File size under 80k



PENCIL

1170x50
Static
File size under 100k
100px gap on right
for expand/close button
1170x300
Static
File size under 100k

OPTIONAL WRAPPER
[2] 500x800
Static
File size under 100k
One anchors to the left side
of the browser window
One anchors to the right
side of the browser window

480x50
Static
File size under 40k
50px gap on right
for expand/close button
480x250
Static
File size under 40k



FLOATING BAR

1170x50
Animated or static
File size under 100k
Alternate gif/jpg for animated files

480x50
Static
File size under 40k



INTERSTITIAL

640x480
Animated, video or static
File size under 100k
Animation capped at 10 seconds
Clicktag included in the swf
Alternate gif/jpg for animated files

300x250
Static
File size under 40k



MEDIUM RECTANGLE

300x250
Animated or static
File size under 100k
Alternate gif/jpg for animated files

300x250
Static
File size under 40k



IN-VIEW VIDEO

640x480 or 400x300
Video
15 or 30 seconds
Provide video file or YouTube URL

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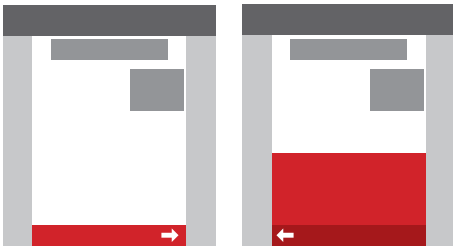
AD CREATIVE SPEC SHEET



SIDEKICK

300x250 or 300x600
Animated or static
File size under 100k
Alternate gif/jpg for animated files

850x700
Animated or static
File size under 150k
Alternate gif/jpg for animated files



SLIDER - COMING SOON!

1170x90 (Open)
Static
File size under 100k

1170x550
Animated or static
File size under 150k
90px gap on bottom, sits behind
close banner
Alternate gif/jpg for animated files

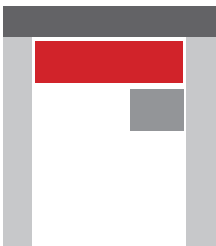
1170x90 (Close)
Static
File size under 100k



PUSHDOWN - COMING SOON!

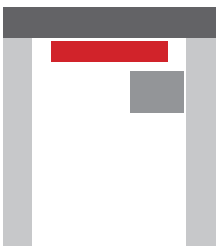
970x90
Animated or static
File size under 100k
Alternate gif/jpg for animated files

970x415
Animated or static
File size under 150k
Alternate gif/jpg for animated files



BILLBOARD

970x250
Animated or static
File size under 100k
Alternate gif/jpg for animated files



LEADERBOARD

728x90
Animated or static
File size under 100k
Alternate gif/jpg for animated files



MOBILE BANNER

Mobile Banner
320x50
Static
File size under 40k