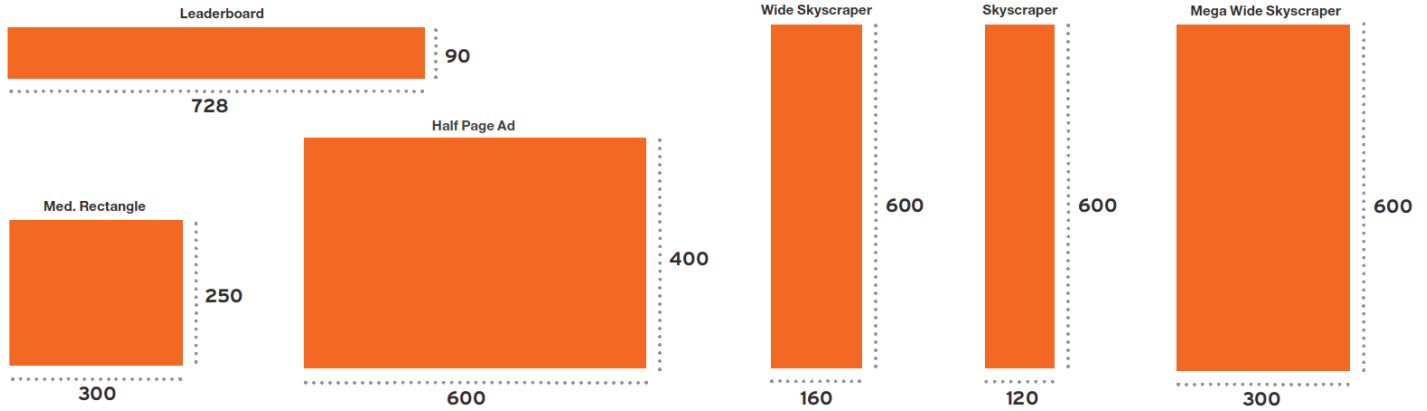


# AD SPECIFICATIONS: DISPLAY



## DISPLAY

	Format	Dimensions	Max File Size Static / Flash	Flash Properties	
Leaderboard	.jpg .png .gif .swf	728 x 90	40K / 50K	Version	Flash 8 or newer
Med. Rectangle		300 x 250	40K / 50K	Language	<b>ActionScript 2.0 EXAMPLE:</b> on (release) {getURL(clicktag, "_blank");}  <b>ActionScript 3.0 EXAMPLE:</b> public var _url:String; function frame1() { this._url = ""; if (LoaderInfo(root.loaderInfo).parameters.clicktag) {this._url = LoaderInfo(root.loaderInfo).parameters.clicktag; } return; }  public function handleMouse(param1:MouseEvent) : void { navigateToURL(new URLRequest(this._url), "_blank"); return; }
Wide Skyscraper		160 x 600	40K / 50K		
Small Rectangle		180 x 150	40K / 30K	Frames	18 FPS (frames per second)
Skyscraper		120 x 600	40K / 50K	Additional	Back-up .jpg, .png or .gif
Mega Wide Skyscraper		300 x 600	40K / 50K		
Half Page Ad		600 x 400	40K / 50K		

## RICH MEDIA - EXPANDABLES

	Initial Dimensions	Initial Max File Size	Expanded Dimensions	Expanded Max File Size	Panel Expansion Direction	Animation
Leaderboard	728 x 90	40K	728 x 270	100K	Down	<ul style="list-style-type: none"> <li>• 5 loop max</li> <li>• 15-second animation max</li> <li>• 5 panel max</li> <li>• User-initiated audio</li> <li>• Close button available</li> </ul>
Med. Rectangle	300 x 250	40K	500 x 250	100K	Left / Right	
Skyscraper	120 x 600	40K	300 x 600	100K	Left / Right	
Wide Skyscraper	160 x 600	40K	300 x 600	100K	Left / Right	
Pushdown	970 x 66	40K	970 x 415	100K	Down	

## THIRD-PARTY AD SERVERS

Specific Media supports most third-party ad servers and accepts iFrame and JavaScript tags	<ul style="list-style-type: none"> <li>• AdsFac</li> <li>• Atlas</li> <li>• Datalogix</li> </ul>	<ul style="list-style-type: none"> <li>• DoubleClick</li> <li>• EyeWonder</li> <li>• Interpolls</li> </ul>	<ul style="list-style-type: none"> <li>• MediaMind</li> <li>• Mediaplex</li> <li>• Nexac</li> </ul>	<ul style="list-style-type: none"> <li>• PointRoll</li> <li>• Spongecell</li> <li>• Tumri</li> </ul>	<ul style="list-style-type: none"> <li>• Vindico</li> </ul>
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## ADVERTISING OPTION ICON

	Dimensions	Design	Placement	Application
Ad Marker Container	77 x 15	Rounded lower left corner radius: 8px	Top right corner of creative	