



Advertising Specifications

General Guidelines

- All ad units must launch a new browser window
- All rich media ads must have a back up .gif
- Please submit creative 2 business days before the campaign's launch to allow adequate time for testing

Standard Ad Units

Dimensions	Maximum File Size	Looping
728 x 90 Leaderboard	Standard 40K / Flash 50K	unlimited
160 x 600 Skyscraper	Standard 30K / Flash 40K	unlimited
300 x 250 Billboard	Standard 40K / Flash 50K	unlimited

We accept .gif, .jpg, flash, html, and most third party tags.

Rich Media

Expanding Ads

Dimensions	Expanded Dimensions	Expanding Direction
728 x 90 Leaderboard	728 x 360	down
160 x 600 Skyscraper	480 x 600	left
300 x 250 Billboard	600 x 250	right

File size:

40K Max Initial Load

3rd Parties may polite stream an additional 920k/961k if targeted only to high-bandwidth users.

Total: 1MB

- Mouse Over / Mouse Off: When the user passes a mouse over the creative, the panel expands; the panel retracts when the mouse is removed
- Click Open / Click Close: The creative can be set to expand with User Click; the panel retracts when the mouse is removed or with a second User Click..
- Audio must be user initiated and also must include a visible mute button

Video Ads

-Max file size for Video is 100k for initial load and an additional 300k streamed in.

-Max play time 30 seconds. 15 seconds is preferred.

Special Advertising Opportunities

Logo Sponsorship of Featured Content or Archived Content: 88x31 logo

We accept .gif or .jpeg.

File size: 4-5k