



AD UNIT	DIMENSIONS	File Types	GIF/JPG FILE SIZE	FLASH FILE SIZE	THIRD PARTY RICH MEDIA	ANIMATION	IMAGE ROTATION
Leaderboard	728x90	GIF, JPG, Flash, Motif, Eyeblaster, Pointroll, Unicast, Eyewonder, Klipmart	35K	40K	Yes	up to 3 loops; 15 seconds max (combined)	8 Creative max per unit/ Campaign
Medium Rectangle	300x250	GIF, JPG, Flash, Motif, Eyeblaster, Pointroll, Unicast, Eyewonder, Klipmart	35K	40K	Yes	up to 3 loops; 15 seconds max (combined)	8 Creative max per unit/ Campaign
Micro Bar	88x31	GIF/JPG; or a standard tag that redirects to a GIF/JPG	10K	N/A	N/A	N/A	8 Creative max per unit/ Campaign
Small Rectangle	300x100	GIF, JPG	20K	N/A	N/A	up to 3 loops; 15 seconds max (combined)	8 Creative max per unit/ Campaign
Homepage - Market Update Snapshot	292x30	GIF/JPG, EPS	15K	N/A	N/A	N/A	8 Creative max per unit/ Campaign
Trading Center Ad	150x50 plus 82 characters of text	GIF/JPG	10K	N/A	N/A	N/A	8 Creative max per unit/ Campaign
Half Banner	234x60	GIF/JPG; or a standard tag that redirects to a GIF/JPG	20K	N/A	N/A	up to 3 loops; 15 seconds max (combined)	8 Creative max per unit/ Campaign
Homepage Sliver/Expandable	938x40 expands to 938x300	GIF, JPG, Flash, Motif	40K	40K initial load-100k MAX	Yes	up to 3 loops; 15 seconds max (combined)	8 Creative max per unit/ Campaign
Pop Under	720x300	GIF, JPG, Flash, HTML	35K	40K	Yes	up to 3 loops; 15 seconds max (combined)	8 Creative max per unit/ Campaign
Newsletter	728x90	GIF/JPG; or a standard tag that redirects to a GIF/JPG	35K	N/A	N/A	up to 3 loops; 15 seconds max (combined)	8 Creative max per unit/ Campaign
Text Links	Text	Text	NA	N/A	N/A	NA	8 Creative max per unit/ Campaign
<b>.Mobi (WAP)</b>							
.Mobi (WAP)	96x16, 112x20, 167x30, 215x34	GIF/JPG/PNG	96x16 = <800 Bytes 112x20 = <1K 167x30 = <1K 215x34 = <1K	N/A	N/A	n/a	8 Creative max per unit/ Campaign
<b>PreRoll</b>							
Streaming Video	Broadband Video	Tape Based: BetaSP,BetaSX,DigiBeta,MPEG IMX/ CD-R or DVD-R: Uncompressed or DV25 QuickTime/AVI/ Unicast/Klipmart	NA	N/A	N/A	:15 Sec or :30 Sec	8 Creative max per unit/ Campaign
Companion Ad	300x250	GIF/JPG; or a Standard Tag that redirects to a GIF/JPG; (NO FLASH)	20K	N/A	N/A	NA	8 Creative max per unit/ Campaign
Additional Companion Ad	300x100	GIF/JPG; or a standard tag that redirects to a GIF/JPG; (NO FLASH)	15K	N/A	N/A	NA	8 Creative max per unit/ Campaign
<b>Podcasting</b>							
Audio		Mp3	Rate 56kbps @ 22.050kHz	N/A	N/A	5-10 sec / 15 sec max	8 Creative max per unit/ Campaign
Video	resolution same or higher than content	mpeg4 or h264	16:9 or 4:3	N/A	N/A	Audio: AAC stereo audio; Length:10-15 sec, 15 sec max	8 Creative max per unit/ Campaign

\*\*\*All creative must function uniformly on both Mac and PC platforms as well as multiple versions of Netscape, Internet Explorer, Firefox, and Mozilla.\*\*\*

\*\*\*Submission Deadlines: If the submitted creative does not conform to the specifications, it will not be placed online and may result in a delayed launch date.\*\*\*

## Broadband Video

<b>WINDOWS MEDIA</b>		<b>FOXBusiness</b>	
dimensions:	572x322		300x168
video codec:	windows media video v9		windows media video v9
frame rate:	20		10
target bit rate:	450 kbps		35 kbps
max keyframe spacing:	8 secs		8 secs
compression buffer size:	-1		-1
audio codec:	windows media audio v9		windows media audio v9
target setting:	48 kbps @ 44.100 kHz		20 kbps @ 22.050 kHz
mono			
<b>FLASH (FLV)</b>		<b>FOXBusiness</b>	
dimensions:	572x322		300x168
frame rate:	20		12
target bit rate:	400 kbps		100 kbps
key frame interval:	0 secs		0 secs
audio codec:	mp3		mp3
bit rate:	96 kbps		96 kbps
sample rate:	44.100 kHz		44.100 kHz
mono			

No Start/Stop & Volume  
On/Off Controls Allowed

**If you are submitting Flash creative, you must provide the following:**

- 1.) SWF File
- 2.) Backup GIF/JPG
- 3.) Linking URL
- 4.) Insert the proper clickTag command only into the GetURL action.  
Only the clickTag command is included in the getURL action and saved within the Flash single-movie creative  
The command must always be "release" and the URL must always be "blank".

Example:

```
on (release) {  
    getURL (clickTag, "_blank");  
}
```

For more detailed information:

<http://www.macromedia.com/resources/richmedia/tracking/>

also reference:

[http://www.macromedia.com/resources/richmedia/tracking/adserving\\_guide/](http://www.macromedia.com/resources/richmedia/tracking/adserving_guide/)

[http://www.macromedia.com/resources/richmedia/tracking/designers\\_guide/](http://www.macromedia.com/resources/richmedia/tracking/designers_guide/)

**Expanding Ad Specifications:**

All ads must be user-initiated and must have the same action to close, as it does to expand (click to open, click to close OR mouse over to open, mouse off to close).

Panels must have a visible close button (X CLOSE) 100% of the time located within the expanded panel.

Audio/Video may only be within the expanded panel and may play automatically. Stop/Mute and Start buttons are required.

728x90: 728x90 banner - max 20k for gif/40k for flash/40k initial load and up to 100k for streaming; 728x400 max expanded panel (up to 4 panels, 8k combined max); width

300x250: 300x250 banner - max 20k for gif/40k for flash/40k initial load and up to 100k for streaming; 500x300 max expanded panel (up to 4 panels, 8k combined max); e

**Floating/Layer Ad Specifications:**

Floating ads cannot be tied to any in page units and must be free-floating/independent.

Cannot run on the Homepages (includes Show Homepages).

Intro and reminder cannot be longer than 10 seconds each and must self terminate.

Intro and reminder must have a visible close button (X CLOSE) in the upper right hand side of the creative for the entire length of animation. The close button must be on c

Floating Intro: 500x500 MAX; 30k for gif/50K for Flash/50k initial load and up to 100k for streaming.

Floating Reminder: 250x250 MAX; 20k for gif/30k for Flash/30k initial load and up to 100k for streaming.

All sound must be user-initiated, with an on/off button and must have the same action to close, as it does to initiate (click to start, click to stop OR mouse over to start, mou

Cannot have intro or reminder pieces that will cover the entire page.

**Video In-Page Banner Ads:**

40k Initial load and up to 100k streaming.

Audio must be user-initiated with same action to stop as it does to play (click to play/click to stop or Mouse over to play/Mouse off to stop). Stop/Mute and Start buttons are

Video cannot loop more than one time and cannot exceed 30 seconds total animation.