



Standard Banner Sizes

- A | Leaderboard, 680 x 80
- B | Long Message Unit, 220 x 500
- C | Deep Leaderboard, 600 x 200
- D | Message Unit, 220 x 200

Standard Banner Specifications

REQUIRED FILES SUPPLIED BY ADVERTISER:

GIF/JPG or SWF formats at 100% of intended banner size listed above. NOTE: SWF files must be accompanied by backup GIF/JPG image file. Third party serving is permitted.

SIZE / LENGTH:

Max 30K for GIF/JPG formats; Max 39K for SWF formats.

LOOP TIME:

No Looping; Message must play through only once.

LEAD TIME:

Files are required seven (7) business days prior to start of campaign.

