



Ad Specifications

Specific Media supports all standard IAB in-page display, Flash, rich media, video pre-roll and text ad units.

Standard GIF / JPEG

	Dimensions	Max File Size GIF / JPEG	Max File Size Flash
Leaderboard	728 x 90	40K	50K
Rectangle	300 x 250	40K	50K
Wide Skyscraper	160 x 600	40K	50K
Small Rectangle	180 x 150	40K	30K
Skyscraper	120 x 600	40K	50K
Mega Wide Skyscraper	300 x 600	40K	50K
Half Page	600 x 400	40K	50K

Flash

Version	Flash 8 or newer
Language (A clicktag is required and must be all lowercase.)	ActionScript 2.0 EXAMPLE: on (release) {getURL(clicktag, "_blank");} ActionScript 3.0 EXAMPLE: <pre>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; }</pre>
Frames	18 frames per second (FPS)
Additional	Back-up GIF or JPEG

Rich Media - Expandables

	Initial Dimensions	Initial Max File Size	Expanded Dimensions	Final Max File Size	Panel Expansion Direction	Animation
Leaderboard	728 x 90	40K	728 x 270	100K	Down	<ul style="list-style-type: none"> • 5 loop max • 15-second animation max • 5 panel max • User-initiated audio • Close button available
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	

Pre-Roll Video

	Compression	Quality	Frame Rate	Depth	Key Frames	Dimensions	Max File Size	Audio
Quicktime .mov (compressed)	H.264	High / Best	29.97 (must be above 20 FPS)	Millions of colors +	Automatic	640 x 480	20MB	<ul style="list-style-type: none"> • Format: Integer (Little Endian) • Sample Rate: 48.000 kHz • Sample Size: 16-bit • Channels: Stereo (L R)
	Dimensions	File Type	Max File Size	Animation				
Companion Banner Ad	300 x 250	.gif, .jpeg, .swf	GIF / JPEG 50K	<ul style="list-style-type: none"> • 1 loop max • 30-second animation max 	<ul style="list-style-type: none"> • 5 panel max • User-initiated audio 	<ul style="list-style-type: none"> • Close button available 		

In-Banner Video

	Dimensions	Max File Size	Animation
In-Banner	300 x 250	Maximum initial load: 40K Polite file size: 80K for Flash; 500K / low bandwidth and 1MB / high bandwidth for video	<ul style="list-style-type: none"> • Audio and video length: 15 seconds recommended (30 maximum) • Cannot exceed 24 frames per second • Cannot have constantly animating elements • User must click to initiate streaming video • Audio must be user initiated with standard controls (e.g. play, pause, audio, mute and stop) • Start, stop and mute buttons are required

Third-Party Ad Servers

Specific Media supports third-party ad servers and accepts iFrame and JavaScript tags.	<ul style="list-style-type: none"> • Atlas • DART • DMT 	<ul style="list-style-type: none"> • EyeBlaster • EyeReturn • EyeWonder 	<ul style="list-style-type: none"> • Interpolls • KlipMart • Mediaplex 	<ul style="list-style-type: none"> • PointRoll • Unicast Superstitials • ViewPoint
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Advertising Option Icon

	Size	Design	Placement	Application
Ad Marker Container Dimensions	77 x 15px	Gray, transparent container, rounded lower left corner radius: 8px	Top right corner of creative	