



Deadline for Creative materials + URL: 3 days prior to start date

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Creative Dimension/ Text Copy	GIFs or JPEGs		Flash (Promo GIFs & .fla files)		clickTag Instructions		3rd Party Rich Media Ad Tag		Notes
	Max. K Size	Max. # Anim. Loops	Notes	Max. K Size	Max. # Anim. Loops	Notes	Max. Looping/Animation:	Expand Direction / Pixel Size	
300x250	125	Unlimited	3 Days prior to start date Provide landing URL	125	Unlimited	Up to Flash 9 (Provide GIFs & .fla files)	Unlimited	Left / 650x250	Audio is acceptable but the default setting is for the audio to be off. No pops. All actions must be user initiated: roll over or click to expand. Close Action button is required.
728x90	125	Unlimited	3 Days prior to start date. Provide landing URL	125	Unlimited	Up to Flash 9 (Provide GIFs & .fla files)	Unlimited	Downwards / 728x270 (Footer leaderboard is not expandable)	Audio is acceptable but the default setting is for the audio to be off. No pops. All actions must be user initiated: roll over or click to expand. Close Action button is required.
160x600	125	Unlimited	3 Days prior to start date. Provide landing URL	125	Unlimited	Up to Flash 9 (Provide GIFs & .fla files)	Unlimited	Left / 320x600	Audio is acceptable but the default setting is for the audio to be off. No pops. All actions must be user initiated: roll over or click to expand. Close Action button is required.
300x600	125	Unlimited	3 Days prior to start date. Provide landing URL	125	Unlimited	Up to Flash 9 (Provide GIFs & .fla files)	Unlimited	Left / 600x600	Audio is acceptable but the default setting is for the audio to be off. No pops. All actions must be user initiated: roll over or click to expand. Close Action button is required.
600x400	125	Unlimited	3 Days prior to start date. Provide landing URL	125	Unlimited	Up to Flash 9 (Provide GIFs & .fla files)	Unlimited	N/A	Audio is acceptable but the default setting is for the audio to be off. No pops. All actions must be user initiated: roll over or click to expand. Close Action button is required.
Page Skins	125	N/A	Static GIF or JPEG	N/A	N/A	N/A	N/A	N/A	Site-served
Video Pre-roll	N/A	N/A	N/A	N/A	N/A	Uncompressed	N/A	N/A	Uncompressed files: 15 or 30 seconds