

## Page Skins Ad SPEC (updated January 2, 2008)

- Skins will be available on Gamesradar homepage, Cheatplanet homepage, and platform pages
- Pixel size: 1640 width x 1058 height
- Middle plain white background: 918x1058px
- Gutters: 361x1058px (including 10px width bars: Orange (FF6600) for Gamesradar homepage / Green (669900) for Cheatplanet homepage with gray drop shadow)
- File format: Static GIF or JPEG
- File size: 125KB
- Not Clickable
- Ad Impressions tracked in DART DFP
- Site-served
- Recommended no text (logos OK)
- Creation lead time: If Gamesradar design team creates, the lead time is 2 weeks (including approval.)
- Complete Roadblock: 5 units → 1) Page Skin, 2) top leaderboard 728x90, 3) 300x600, 4) below the fold MPU 300x250 & 5) below the fold leaderboard 728x90.
- 300x600 may be substituted for either a 300x250 or a 160x600 unit.

Questions? Please email [adops@futureus.com](mailto:adops@futureus.com)