

MECHANICAL SPECIFICATIONS

online

ONLINE AD SPECIFICATIONS		
Product	Ad Specifications	Maximum File Size
Leaderboard Ad	728 x 90 pixels.	30K
Big Box Ad	300 x 250 pixels.	30K
Skyscraper Ads	160 x 600 pixels.	30K
Button Ads	120 x 90 pixels.	15K
Half Page Ad	300 x 600 pixels.	40K

We support .gif, .jpg, and .swf file formats. For each .swf file, please send a backup .jpg or .gif file.

SUBMITTING .SWF FILES

All locally served Flash ads need to have a clickTAG encoded rather than a hard coded click-through command:

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