

Site

Creative Size	gif/jpg File Size	Flash	Polite File Size (additional loads)	Expansion Dimensions	Expansion Direction	Animation Time	Looping
728 x 90	40k	40k	75k	728 x 270	down	unlimited	unlimited
160 x 600	40k	40k	75k	400 x 600	left or right	unlimited	unlimited
300 x 250	40k	40k	75k	500 x 500	left or right	unlimited	unlimited
300 x 600	40k	40k	75k	400 x 600	left or right	unlimited	unlimited
120 x 60	20k	20k	N/A	N/A	N/A	unlimited	unlimited
600x400 Prestitial (video specs below)	100KB	100KB	N/A	N/A	N/A	15 seconds	unlimited
945x250 (pushdown expanded)	100KB	100KB	N/A	N/A	N/A	Unlimited	unlimited
945x60	100KB	100KB	N/A	N/A	N/A	Unlimited	unlimited

Video prestitial:

VIDEO FORMATS

- MOV or AVI format
- File size under 100MB
- Files should be uncompressed or in H264 format – We do not accept files using other codecs
- Finished size and length - should require no cropping, squeezing, or editing
- We only accept the files digitally (ZIP, link, or FTP)
- Any compression applied to media files reduces the quality of our encoding process
- We cannot correct sound issues caused by compression applied to your original media
- We cannot correct visible damage caused by compression applied to your original media

Newsletter:

Creative Size	gif/jpg File Size	Flash	Polite File Size (additional loads)	Expansion Dimensions	Expansion Direction	Animation Time	Looping
728 x 90	40k	Not accepted	N/A	N/A	N/A	None	None
160 x 600	40k	Not accepted	N/A	N/A	N/A	None	None
300 x 250	40k	Not accepted	N/A	N/A	N/A	None	None

Please make note somewhere that all prestitial and pushdown creative must be submitted at least five business days before the start of the campaign.

Preroll:

FLV file under 100MB

4:3

15 seconds long

