



Internet Brands Advertising Specifications

Placement & Type	Skyscraper	Rectangle	Leaderboard	Skyscraper	Pushdown	Textlink	
Creative Dimension/ Text Copy	160x600	300x250	728x80	300x600	970x66	80 Characters	
Rich Media Type (Atlas, Pointroll, Motif, Eyeblaster, Unicast)	Atlas, Pointroll, Motif, Eyeblaster, EyeWonder, Unicast, Etc					N/A	
Rich Media Fees (Waived/Agency Paid)	Agency Paid					N/A	
Accepted Creative (Flash, GIF, JPG, etc.)	GIF/JPEG, Iframe, Javascript, Flash(.swf), HTML.					Text	
Acceptable Flash Versions	Flash 6 and above					N/A	
Max. K Size	50k Max File Size / Initial Download, 100kb Max for Streaming Video					N/A	
Max. Animation	15 secs, max. 30 secs					N/A	
Max. # Anim. Loops	Max 3 Loops					N/A	
Audio	only user initiated					N/A	
Panel Activation / Closing:	Expandables can only be user initiated and must contain a visible close button. Roll overs must have delay or be click-to-expand and be approved by publisher.					<p>only user initiated (see Panel Activation)</p> <p>One (1) auto-initiated pushdown effect per user every 8 hours; subsequent pushdown effects are user-initiated by clicking.</p> <ul style="list-style-type: none"> Capping should be accounted for and provided in one tag. NOTE: No mouse over/mouse off functionality (soft collapse) when the ad pushes down, it should fully push down regardless of where your mouse happens to be to optimize user experience. When you mouse off of the ad, it should stay pushed down until the user chooses to close the ad. have delay or be click-to-expand. 	N/A
Max Panel Files Sizes (K):	320x600	600x250	728x180	500x600	970x418	N/A	
Expand Direction:	Right	Left	Down	Left	Down	N/A	
Notes	Flash banners must have blank click tag implemented. Please ask for instructions if needed.					<p>Auto Initiation:</p> <ul style="list-style-type: none"> Creative expands pushing the page content down - Allotted time duration: :01 second Creative animates in it's expanded state - Allotted time duration: :05 seconds Creative retracts pulling the page content to its original state - Allotted time duration: :01 second <p>User Initiation:</p> <ul style="list-style-type: none"> User clicks creative, ad expands pushing page content down - Allotted time duration: :01 second Creative animates in it's expanded state - Allotted time duration: :15 seconds (if video :30 seconds) User clicks the close link, creative retracts pulling page content back to it's original state - Allotted time duration: :01 second 	N/A