



## Standard Ads

Placement	Creative Size	Format	Max Expandable Size	Expandable Direction	Max Initial File Load Size	Frequency Cap	Audio	Maximum Animation Length	Maximum Looping	Controls
<b>Standard Ads</b>										
Leaderboard	728x90	Gif, Jpg, Flash, Rich Media, 3rd Party Vendor	728x385	Down	40k	n/a	User initiated on click	:15 max	3 loops max	Expandable must be roll-on/roll-off OR click to expand/collapse
Square	300x250	Gif, Jpg, Flash, Rich Media, 3rd Party Vendor	625x385	Left	40k	n/a	User initiated on click	:15 max	3 loops max	Expandable must be roll-on/roll-off OR click to expand/collapse
Big Square	300x600	Gif, Jpg, Flash, Rich Media, 3rd Party Vendor	625x800	Left	40k	n/a	User initiated on click	:15 max	3 loops max	Expandable must be roll-on/roll-off OR click to expand/collapse
In-banner Video	728x90, 300x250, 300x600	Interactive ads that include video and sound.	(Same as standard sizes)	(Same as standard sizes)	40k	1 per 24 on host executions	User initiated on click	Banner animation up to :15, video can be :15 or :30 spots	Animation can loop 3x	Stop, Pause, Play, Audio buttons
Sponsorship	88x31	Gif, Jpg only, 3rd party tracking/ simple redirects	n/a	n/a	20k	n/a	n/a	:15 max	n/a	n/a

**\*Please note the ClickTag needs to be included in all flash creative or it will be rejected.**

### CLICK TAG

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

\*Please code using ActionScript 1 or 2.

### Flash CLICK TAG Step-by-Step

1. Create a new layer where the duration equals the flash duration.
2. Add a transparent button to the layer on the clickable part of the banner.
3. Click on the Actions tab.
4. Copy/paste this actionscript in the actions window.

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

\*Please code using ActionScript 1 or 2.