



| Placement | Creative Size | Format | Max Initial File Load Size | Maximum Animation Length |
|---------------------|---------------|---------------|----------------------------|--------------------------|
| Standard Ads | | | | |
| Leaderboard | 728x90 | Gif, Jpg, Swf | 40k | :15 max |
| Square | 300x250 | Gif, Jpg, Swf | 40k | :15 max |
| Skyscraper | 160x600 | Gif, Jpg, Swf | 40k | :15 max |
| Yahoo Mail | 425x600 | Gif, Jpg, Swf | 40k | :15 max |

****Please note that backup jpgs must be provided for any swf banners.**

***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.