

## Rich Media Specs

### Flash Specifications

*Applies to all Rich Media, except the Welcome Mat*

- Please send backup gif files for any flash files
- Please send both .fla and .swf files
- Flash versions 8 or 9 are accepted
- Please do not hard code the URL in the file
- Lead Time: please allow 5 business days from delivery

Video	
Dimensions	300 x 250
File Size	Up to 1.2 MB (5MB max)
File Types	flv, mov, mp4, 3pg, f4l, H264
Max Video Length	15 seconds

Optional click URL - slide to be displayed at end of video to click to a new page

Page Push	
Dimensions	Collapsed ad: 960 x 50 Expanded ad: 960 x 400
File Size	Up to 100k max
File Types	jpg, static gif, png, flash or 3rd party tag
Flash Specifics	Recommended 18 fps
Target	Click must open new window

Wallpaper	
Dimensions	170 x 1100 each side
File Size	Up to 100k max
File Types	jpg, static gif, png, flash or 3rd party tag
Flash Specifics	Recommended 18 fps
Target	Click must open new window

Note: 170 x 1100 is recommended as the most viewable size across seen resolutions. Background imagery can be as wide as 500 pixels, but full image outside of 170 pixels will not show on all screen resolutions.

Page Peel	
Dimensions	Panel 170 x 127 Display: 640 x 480
File Size	Up to 100k max
File Types	jpg, static gif, png or flash
Flash Specifics	Recommended 18 fps
Target	Click must open new window

Note: When creating the ads for a Page Peel you should keep in mind that only the top right half is visible. The bottom triangle half will be covered by the peel effect.

Welcome Mat	
Dimensions	640 x 480
File Size	Up to 100k max
File Types	jpg, static gif, png, flash or 3rd party tag
Flash specifics	Recommended 18 fps
Frequency Cap	Once per day, per user
Target	must click open new window

Flash files must contain a click tag so our ad server can insert the link. Please provide URL separately. Please use Action Script 2. Include a button action in the Flash file coded as follows:

```
on (release) {
    if (clickTAG.substr(0,5) == "http:" || clickTAG.
    substr(0,6) ==
    "https:") {
        getURL(clickTAG, _blank);
    }
}
```

Footer	
Dimensions	Panel: 1000 x 50 Display: 1000 x 250
File Size	Up to 100k max
File Types	jpg, static gif, png, flash or 3rd party tag
Flash Specifics	Recommended 18 fps
Target	Click must open new window