

Ad Unit	Initial Size	Expanded size	Expand direction	Recommended File Size	Formats accepted	Audio	Animation / Looping	Video	Additional Notes
Leaderboard	728x90	728x350	expand down on mouse over and retract on mouse off	39k	Flash (swf), gif, jpeg, html and 3rd party tags	Must be user initiated by a click, clearly visible stop and start audio controls, encoded at volume less than or equal to -12 db	Can loop indefinitely, frame rate - maximum 25 frames per second	Stop, start and volume controls are required, video cannot loop and cannot exceed 30 seconds, streaming size up to 2mb maximum	
Banner	468x60	468x350	expand down on mouse over and retract on mouse off	39k	Flash (swf), gif, jpeg, html and 3rd party tags	Must be user initiated by a click, clearly visible stop and start audio controls, encoded at volume less than or equal to -12 db	Can loop indefinitely, frame rate - maximum 25 frames per second	Stop, start and volume controls are required, video cannot loop and cannot exceed 30 seconds, streaming size up to 2mb maximum	
Fat Banner	468x120	468x350	expand down on mouse over and retract on mouse off	39k	Flash (swf), gif, jpeg, html and 3rd party tags	Must be user initiated by a click, clearly visible stop and start audio controls, encoded at volume less than or equal to -12 db	Can loop indefinitely, frame rate - maximum 25 frames per second	Stop, start and volume controls are required, video cannot loop and cannot exceed 30 seconds, streaming size up to 2mb maximum	
Button	120x120	-	-	15k	Flash (swf), gif, jpeg, html and 3rd party tags	-	Can loop indefinitely, frame rate - maximum 25 frames per second	-	

MPU / Content Box	300x250	300x500	any direction depending on the website and page, expansion on mouse over and retract on mouse off	39k	Flash (swf), gif, jpeg, html and 3rd party tags	Must be user initiated by a click, clearly visible stop and start audio controls, encoded at volume less than or equal to -12 db	Can loop indefinitely, frame rate - maximum 25 frames per second	Stop, start and volume controls are required, video cannot loop and cannot exceed 30 seconds, streaming size up to 2mb maximum
Mini Skyscraper	120x300	-	-	20k	Flash (swf), gif, jpeg, html and 3rd party tags	Must be user initiated by a click, clearly visible stop and start audio controls, encoded at volume less than or equal to -12 db	Can loop indefinitely, frame rate - maximum 25 frames per second	-
Skyscraper	120x600	360x600	from right to left or from left to right depending on the website and page, expansion on mouse over and retract on mouse off	39k	Flash (swf), gif, jpeg, html and 3rd party tags	Must be user initiated by a click, clearly visible stop and start audio controls, encoded at volume less than or equal to -12 db	Can loop indefinitely, frame rate - maximum 25 frames per second	Stop, start and volume controls are required, video cannot loop and cannot exceed 30 seconds, streaming size up to 2mb maximum
Wide Skyscraper	160x600	360x600	from right to left or from left to right depending on the website and page, expansion on mouse over and retract on mouse off	39k	Flash (swf), gif, jpeg, html and 3rd party tags	Must be user initiated by a click, clearly visible stop and start audio controls, encoded at volume less than or equal to -12 db	Can loop indefinitely, frame rate - maximum 25 frames per second	Stop, start and volume controls are required, video cannot loop and cannot exceed 30 seconds, streaming size up to 2mb maximum

Overlay / Floating Ad	400x400	-	-	39k	Flash (swf), gif, jpeg, html and 3rd party tags	-	30 Seconds maximum floating animation then auto close, frame rate - maximum 25 frames per second	Stop, start and volume controls are required, video cannot loop and cannot exceed 30 seconds, streaming size up to 2mb maximum	Must have a clearly visible close button measuring 25x25 pixels in the top left hand corner present for the duration with a non-transparent background and 'close' text, clicking on the close button should close the ad immediately
Peelback	125x125	500x500	expansion on mouse over and retract on mouse off	99k	Flash (swf), html and 3rd party tags	Must be user initiated by a click, clearly visible stop and start audio controls, encoded at volume less than or equal to -12 db	5 seconds maximum on the teaser, 30 seconds on the expansion	Stop, start and volume controls are required, video cannot loop and cannot exceed 30 seconds, streaming size up to 2mb maximum	A clearly visible close button must appear in the top right hand corner of the ad unit at all times