Technical Specifications

FACEBOOK LEADERBOARD

Product Code: PD029

Standard

Width	Height	Image Weight	Flash File Weight	Third Party Served File Types
728 pix	90 pix	20k	30k	GIF, JPEG, SWF, HTML, DHTML, Javascript/jscript

Additional

Click-thru URL Limit	Animation	Alt Text Limit
255 characters	Unlimited loops within 15 seconds	Maximum up to 65 characters

Rich Media (Flash) Creative Specifications

All FLASH banners require a clickTAG. For ALL Flash banners a click TAG command on the button layer is required as shown below:

On (release) { GetURL (clickTAG, "_blank"); }

- The clickTAG button should be on the topmost layer.

- The click-through URL should NOT be embedded in the flash creative.

- Flash creative with Flash version 6 only.

- Frame rate should not exceed 18 frames per second, 12 frames per second is preferred.

- If the browser does not support Flash 6.0 and above, the alternate image will be served.

- Backup GIF/JPEG creative is MANDATORY.

Overall Creative Specifications

- Animation is limited to first 15 seconds, looping is unlimited within 15 seconds. Avoid experiences that 'break-through' the page or abuse the content.

- Creative must feature a 1 pixel border in black or grey font color recommended, though any color that clearly distinguishes the ad from the content may be used.

- Ad creative cannot launch any popup/popunder/floaters when served.

- The click through URL must open in a new browser window.