123 Greetings

Technical Specifications

EXPANDABLE LEADERBOARD
Product Code: PD007

Standard

Initial WxH	Full Expanded WxH	Flash File Weight	Third Party Served File Types
728 x 90	728 x 315	40k	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

Video	Audio
Allowed in the panel portion **Format:** True Streaming. Progressive download available on click only **Length:** 30 seconds max **File Size:** 2.2 megs Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Audio must be user initiated (on click: mute/ un-mute); default state is muted. On click OR mouse-over. If on mouse-over, there **MUST** be a 1 second delay. The audio **MUST** stop when the banner is moused -off. **Length:** 30 seconds maximum on audio served in conjunction with a video stream. Audio served independent of a video stream may be 15 or 30 seconds.

Rich Media Creative Specifications

- 728 x 90 expands to 728 x 315

- Creative weight should not exceed 40k

- Should expand below the leaderboard.

- Expandable Hotspot not to exceed 1/4 size of original ad (collapsed size). Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.

- Should resolve back to 728 x 90. Control = "Close X" on expanded panel and "Expand" on collapsed panel. Retract Feature=Either Click to close/expand or Enable Mouse-Off Retraction

- Expandable creative should have z-index set between 1000 and 4999.

- AD Tag must have or serve an **"Iframe Buster"** code/script to make the expandable portion appear on top of our content by breaking out from our Iframes.

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.