

## Technical Specifications

### EXPANDABLE SKYSCRAPER

Product Code: PD008

#### Standard

Initial WxH	Full Expanded WxH	Flash File Weight	Third Party Served File Types
120 x 600	300 x 600	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
<p>Allowed in the panel portion</p> <p><b>Format:</b> True Streaming. Progressive download available on click only</p> <p><b>Length:</b> 30 seconds max</p> <p><b>File Size:</b> 2.2 megs</p> <p>Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)</p>	<p>Audio must be user initiated (on click: mute/ un-mute); default state is muted.</p> <p>On click OR mouse-over. If on mouse-over, there <b>MUST</b> be a 1 second delay. The audio <b>MUST</b> stop when the banner is moused -off.</p> <p><b>Length:</b> 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.</p>

### Rich Media Creative Specifications

- 120 x 600 expands to 300 x 600
- Creative weight should not exceed 40k
- Should expand left of the Skyscraper.
- 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 120 x 600 on mouse out. 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 "**I frame 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/floater when served.
- The click through URL must open in a new browser window.