

**Technical Specifications****CUSTOM CARD**

Product Code: PD025

Standard

Card WxH	Card Weight	Card Type	Audio Weight
550 x 500 pix	5MB	SWF, JPG, GIF, PNG, FLV	Max 5MB; Can be MID, MP3, WAV

**Card Creative Specifications**

- Should have a Username (Must be at least 5 characters long)
- Should have a Title (Max 38 characters)
- Should have a Description (Max 108 characters)
- Should provide ecard search keywords.
- Should be provided with a card Background Image (Max 6KB; Can be JPG, GIF, PNG)
- Should be provided with a card Icon Image (Max 4KB; 60x60 pixels; Can be JPG, GIF, PNG)
- Should be provided with a card Thumb Image (Max 8KB; 115x115 pixels; Can be JPG, GIF, PNG)
- Music should be embedded within the ecard if the ecard is a SWF file type.
- If the ecard is GIF/JPG file type, music file should be provided separately (Max 5MB; Can be .MP3, .MID, .WAV; Looping of music is optional.)
- Card must feature a 2 pixel border in black or grey font color recommended, though any color that clearly distinguishes the card from the website content.
- Video is allowed in the card.
- It is recommended that you develop and publish flash ecard in flash version 8.
- We recommend you to use Action Script 2.0 in your cards. Our system currently does not support ActionScript 3.0 and hence usage of ActionScript 3.0 is not recommended.
- The Frames Per Second (FPS) rate of all Flash and Interactive ecards should be 12 fps. For Video cards the FPS rate should be 30 fps.

**Play and Replay button in Flash Cards**

Use a Play button at the beginning and a Replay button at the end of your card.

**Play button**

Use stop(); ActionScript on first frame.

Make a Play button in the first frame and use the following ActionScript on the Play button

```
on(release){  
    play();  
}
```

**Replay Button**

Use stop(); ActionScript on last frame.

Make a Replay button at the end of your card and use the following ActionScript on the Replay button

```
on(release){  
  gotoAndPlay(2); // where 2 is the frame number succeeding the first frame having the Play button  
}
```

You can embed a hyperlink in your card. But the link should always open in a new page. In order to do this click on option Target inside flash and select “\_blank” from the drop down.

All creative assets MUST be sent to 123greetings Sales Support team at least 2 business days in advance prior to the campaign start date.