

## Technical Specifications

### AD SYNC

Product Code: PD037

#### Components

A Synched AD consists of at least two above-the-fold ad units that will interact with each other. Executions may go out-of-banner into one another capturing user attention, or can feature inactivity such as video selection in one unit which playback in the other. Synchronized animations within both banners can also occur.

#### Pixel Size Standard

Width	Height	Format	Flash File Weight	Vendor
728 pix	90 pix	Flash, Video, HTML, DHTML, Javascript/jscript	110k	Atlas, Doubleclick, Eyeblander, Eyewonder, Interpolls, Pointroll, Unicast
300 pix	250 pix		110k	

#### 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.

### Overall Creative Specifications & Guidelines

- 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.
- Audio Initiation: User-initiated by click only.

- Audio Length: Max 15 seconds.
- Video Initiation: Host-initiated.
- Video Length Max 30 sec.
- Video executions must having functioning, applicable controls (Play, Pause, Stop, Mute)
- Video File Size 2.4MB Broadband; (500k Narrowband); True Streaming; Progressive Download upon only upon user click.
- Animation Length 15 sec max In-Banner and Out-of-Banner.
- 3rd Party Tracking Accepted.
- 3rd Party Serving Accepted.
- No expansion on mouseover or onclick in either 728x90 or 300x250 ad units.
- Host initiated out-of-banner animation must start on load.
- Background for out-of banner components must be transparent.
- Synchronization between the applicable 728x90 and 300x250 must visually connect the two ad units.
- Synched 728x90 and 300x250: Interaction may occur from any point in the ad units.