

Technical Specifications**BILLBOARD**

Product Code: PD042

Standard

Width	Height	Image Weight	Flash File Weight	Third Party Served File Types
970 pix	250 pix	60k	80k	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.
- Frame rate should not exceed 18 frames per second, 12 frames per second is preferred.
- 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/floater when served.
- The click through URL must open in a new browser window.