

CREATIVE SPECIFICATIONS

Please send all creative assets along with click URLs to ulysses@advertise.com

CREATIVE SIZE (Standard)	Max file size	Max Animation length
* 300 x 250 IMU - (Medium Rectangle)	40k	:15
* 728 x 90 IMU - (Leaderboard)	40k	:15
* 160 x 600 IMU - (Wide Skyscraper)	40k	:15
120 x 600 IMU - (Skyscraper)	40k	:15
468 x 60 IMU - (Full Banner)	40k	:15

* *bolded items are our best performing ad sizes*

ADDITIONAL NOTES:

15 second animation includes multiple loops

1 pixel Black Border must be present

Acceptable Formats:

.jpg .gif .swf

- Animation stops after 15 seconds
- clickTag method must be used
- Has a backup image (gif/jpeg)

FLASH CREATIVE

- Creative **MUST** contain an invisible button that covers the entire
- ad unit that contains the action script on (release) { getURL(clickTAG); }

Most common clickTAG version:

```
on (release) {  
getURL (_root.clickTAG, "_blank");  
}
```

OR

```
on (release) {  
getURL (_root.clickTag, "_blank");  
}
```