

## **Standard Banners**

| Ad Unit          | Creatives (WxH) | Flash File Sizes | Backup Gif |
|------------------|-----------------|------------------|------------|
| Leader board     | 728x90          | 39kb             | 20kb       |
| Medium Rectangle | 300x250         | 39kb             | 20kb       |

1. Standard banners can be in SWF/GIF/JPEG format.
2. SWF creative should have the below clickTAG embedded in all frames.

Action script :

on (release)

{

    getURL(clickTag, "\_blank");

}

3. Flash versions 5, 6, acceptable.
4. Maximum frame rate: 12 fps
5. No transparency is allowed.
6. Creative must have a complete 1px border.
7. PC Fonts and FLA have to be sent along with the flash creative.



## **Shoshkele**

| Ad Unit          | Creatives (WxH) | Flash File Sizes |
|------------------|-----------------|------------------|
| Shoshkele banner | 300x250         | 30kb             |
| After Expansion  | 978x487         | 50kb             |

1. The dimension for the banner should be 300 pixels in width and 250 pixels in height.
2. The banner would expand with a width of 978 pixels and height of 487 pixels.
3. Sparate files needed (300x250 and 978x487).
4. On load animation play time should not exceed 15 seconds. Once the animation is complete, it would rest as a 300x250 banner.
5. File size (300x250 and 978x487) should be less than 100 KB.
6. A backup 300x250 gif or jpg creative should be provided.
7. The creative should have the below clickTAG embedded in all frames.

Action script :

on (release)

{

getURL(clickTag, "\_blank");

}

8. There should be a prominent close button on the expanded version and a replay button on the Contracted version. It should be placed on the top right corner. Font size for the replay and close button needs to be 11px; Font type - Arial Bold.
9. Flash versions 5, 6, acceptable. Maximum frame rate: 12 fps. No transparency allowed.
10. Creative must have a complete 1px border.
11. PC Fonts and FLA saved in CS3 or CS5 version have to be sent along with the flash creative.
12. Creatives needs to be sent a minimum of 3 working days in advance.

### **“300x250” Expandable Banners – On Mouse over**

| Ad Unit           | Creatives (WxH) | Flash File Sizes |
|-------------------|-----------------|------------------|
| Expandable banner | 300x250         | 20kb             |
| After Expansion   | 600x250         | 30kb             |

1. The dimension for the banner should be 300 pixels in width and 250 pixels in height.
2. On user initiation, the banner should expand with a width of 600 pixels and height of 250 pixels.
3. Two separate files needed (300x250 and 600x250).
3. When the cursor is removed, it would automatically contract as a 300x250 banner.
4. Total file size should not exceed 20 KB.
5. Flash versions 5, 6 acceptable.
6. Maximum frame rate: 12 fps.
7. No transparency is allowed.
8. Creative must have a complete 1px border.
9. A backup “300x250” in gif format should be provided.
10. The creative should have the below clickTAG embedded in all frames.

Action script :

on (release)

```
{  
  getURL(clickTag, "_blank");  
}
```

11. PC Fonts and FLA have to be sent along with the flash creative.
12. Creative needs to be sent a minimum of 2 working days in advance before the schedule.

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## **“728x90” Expandable Banners – On Mouse over**

| Ad Unit           | Creatives (WxH) | Flash File Sizes |
|-------------------|-----------------|------------------|
| Expandable banner | 728x90          | 20kb             |
| After Expansion   | 728x180         | 30kb             |

1. The dimension for the banner should be 728 pixels in width and 90 pixels in height.
2. On user initiation, the banner should expand with a width of 728 pixels and height of 180 pixels.
3. Two separate files needed (728x90 and 728x180).
3. When the cursor is removed, it would automatically contract as a 728x90 banner.
4. Total file size should not exceed 20 KB.
5. Flash versions 5, 6 acceptable.
6. Maximum frame rate: 12 fps
7. No transparency is allowed.
8. Creative must have a complete 1px border.
9. A backup “728x90” in gif format should be provided.
10. The creative should have the below clickTAG embedded in all frames.

Action script :

on (release)

```
{  
  getURL(clickTag, "_blank");  
}
```

11. PC Fonts and FLA have to be sent along with the flash creative.
12. Creative needs to be sent a minimum of 2 working days in advance before the schedule.

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## **Homepage big-Gutter banner**

Full image size: 1600px X 1050px.

Creative size: 120px X 540px for Left side & 120px X 540px for right side.

Left side Total width: 298px (120px creative with 178px extended background).

Right side Total width: 299px (120px creative with 179px extended Back ground).

Center of the page: 1003px X 540px with white background.



### **Slug fixed banner**

| Ad Unit           | Creatives (WxH) | Flash File Sizes |
|-------------------|-----------------|------------------|
| Slug fixed banner | 300x100         | 18kb             |

1. Standard banners can be in SWF/GIF/JPEG format.
2. SWF creative should have the below clickTAG embedded in all frames.

```
Action script :  
on (release)  
{  
  getURL(clickTag, "_blank");  
}
```

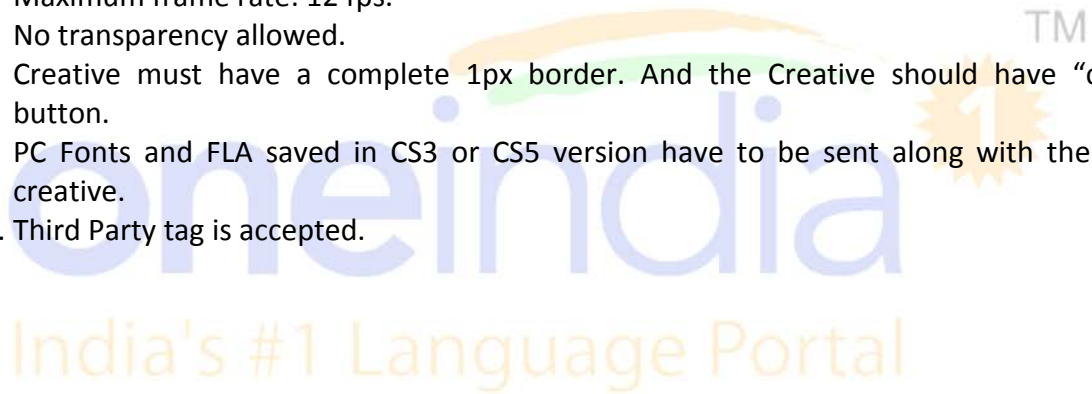
3. Flash versions 5, 6, acceptable.
4. Maximum frame rate: 12 fps
5. No transparency is allowed.
6. Creative must have a complete 1px border.
7. PC Fonts and FLA have to be sent along with the flash creative.



## **Interstitial (Road Block)**

| Ad Unit                   | Creatives (WxH) | Flash File Sizes |
|---------------------------|-----------------|------------------|
| Interstitial – Big Banner | 994x647         | 50kb             |

1. The banner should have width of **994** pixels and height of **647** pixels
2. On load animation play time should not exceed 15 seconds.
3. File size should be less than 50 KB.
4. The creative should have the below clickTAG embedded in all frames.  
Action script :  
on (release)  
{  
    getURL(clickTag, "\_blank");  
}
5. Flash versions 5, 6, acceptable.
6. Maximum frame rate: 12 fps.
7. No transparency allowed.
8. Creative must have a complete 1px border. And the Creative should have “close” button.
9. PC Fonts and FLA saved in CS3 or CS5 version have to be sent along with the flash creative.
10. Third Party tag is accepted.



## **Page push Ad**

| <b>Ad Unit</b>  | <b>Creatives (WxH)</b> | <b>Flash File Sizes</b> |
|-----------------|------------------------|-------------------------|
| Page Push       | 994x647                | 50kb                    |
| After Expansion | 728x418                | 30kb                    |

1. The dimension for the banner should be 728 pixels in width and 90 pixels in height.
2. The banner should expand with a width of 728 pixels and height of 418 pixels.
3. Two separate files needed (728x90 and 728x418).
4. Must push the page "DOWNWARDS". First view of the push down should be auto initiated for the new user and later views needs to be user initiated.
5. All the later views (after first view for a user) Push Down must be user-initiated by user – click (the ad will expand using fluid animation).
6. Flash version. 5, 6 and above.
7. File size should be less than 80 KB.
8. Expansion should be fluid and quick to load with the page.
9. No looping allowed in expanded state and creative should have a call to action on the end frame.
10. Video is allowed and should be in mute.
11. Creative must have a complete 1px border. Close button must be present on the expanded panel at all times and should be prominent. Must be located top-right corner of the expanding panel.
12. PC Fonts and FLA saved in CS3 or CS5 version have to be sent along with the flash creative.
13. Third Party tag is accepted.

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