

2010 ONLINE ADVERTISING SPECS STANDARD UNITS:

- Ad sizes: 160x600, 300x250, 728x90, 160x175, 250x90.
- Max file size:
50kb for 160x600, 300x250, 728x90.
15kb for 160x175 and 250x90
- File types: JPG, GIF, Flash, HTML.
- Max loops: 3 loops (15 seconds per loop).
- Flash versions accepted: 8 or below.
- Notes for flash creatives:
For click tracking and redirect purposes, we will need the following "get URL code" embedded within the FLA file and have the exported SWF to us. Back-up GIFs should be supplied with the SWF files and be under 50kb in file size.
- Click Tag for Flash (case sensitive):
on (release) {
getURL (_level0.clickTag,"_blank");
}
- We accept all DART-supported forms of rich media including the following:
Eyeblander, Unicast, PointRoll, Eyewonder, Klipmart, Flash, Shockwave, HTML, Javascript.
- Please contact traffic@sorc.com with any questions or concerns.

- Expandable size max (click to expand):

Initial Size	Expanded Size	Direction of Expansion
160x600	320x600	In-Market: Right
160x600	320x600	Enthusiast: Left for homepage, Right for other pages
300x250	450x250	In-Market: Right
300x250	450x250	Enthusiast: Right
728x90	728x180	Downward
160x175	280x175	Right

- Close method: click or roll off.
- Pinning: We allow pinning, there must be a prominent "close" button.
- Initial file size: 50kb.
- Maximum file size expanded state: 100kb.
- Close button: required.
- Initial animation: 15 seconds.
- Max loops: 3 loops (15 seconds/loop).
- Video: Non-user initiated.
- Audio: User-initiated.
- Max video/audio length: 30 seconds.
- Audio/video buttons required: Play, Stop, Pause, Mute, Restart.



250x90 ad unit
15kb maximum file size,
Static non-rich media ad unit.



728x90 Banner ad unit
50kb maximum file size,
JPG, GIF, Flash or HTML,
Maximum 3 loops (15 seconds/loop),
Flash version 8 or below.



160x600 Tower ad unit
50kb maximum file size,
JPG, GIF, Flash or HTML,
Maximum 3 loops (15 seconds/loop),
Flash version 8 or below.



300x250 Rectangle ad unit
50kb maximum file size,
JPG, GIF, Flash or HTML,
Maximum 3 loops (15 seconds/loop),
Flash version 8 or below.
Video ads allowed in this unit.



160x175 Regional ad unit
(Consumer/In-Market sites only).
15kb maximum file size,
JPG, GIF, Flash or HTML,
Maximum 3 loops (15 seconds/loop),
Flash version 8 or below.