

ONLINE ADVERTISING SPECS

IAB Ad Unit

// 2011 DIGITAL SELLSHEET //

2011 ONLINE ADVERTISING SPECS STANDARD UNITS:

- Ad sizes: 160x600, 300x250, 728x90, 160x175, 250x90.
- Max file size:
 - 160x600, 300x250, 728x90: 50kb.
 - 160x175 & 250x90: 15kb.
 - 250x90 cannot be animated.
- 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: Eyeblaster, Unicast, PointRoll, Eyewonder, Klipmart, Flash, Shockwave, HTML, Javascript.

Please contact traffic@src.com with any questions or concerns.

- Expandable size max (click to expand):

INITIAL SIZE	EXPANDED SIZE	DIRECTION OF EXPANSION
160x600	320x600	In-Market: Left
160x600	320x600	Enthusiast: Left for Home Page, Right for other pages
300x250	450x250	In-Market: Left
300x250	450x250	Enthusiast: Left
728x90 (top)	728x180	Downward
728x90 (bottom)	728x180	Upwards
160x175	280x175	Left

- 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: 15 seconds.
- Audio/Video buttons required: Play, Stop, Pause, Mute, Restart.

