



In-Margin Advertising

Relevant display ads **along browser margins**

Ad Format	Media Type	Ad Size	Ad Unit
Banner	Flash & Image	160x600	Wide Skyscraper
		120x600	Skyscraper
Rich Media	Expandable Ads	160x600 ---> 1300x600	Wide Skyscraper
		120x600 ---> 1300x600	Skyscraper

Accepted File Types

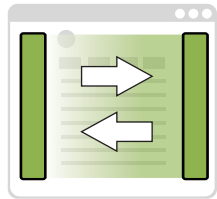
- ✓ Flash
- ✓ GIF
- ✓ HTML
- ✓ Javascript/jsript
- ✓ JPEG

In-Margin Ad Formats

In-Margin Banner Ad



In-Margin Rich Media Expandable Ad



Detailed Specifications for In-Margin (Banner Ad formats)

Ad Unit	Wide Skyscraper (Image Banner)	Wide Skyscraper (Flash Banner)
Dimensions	160x600	160x600
Maximum Size (KB)	40 KB	40 KB
Target URL Character Limit	450 Characters	450 Characters
Audio Specifications	NA	NA
Animation/Looping	NA	Allowed
Alternate Text Limit	65 Characters	65 Characters
Ad Unit	Skyscraper (Image Banner)	Skyscraper (Flash Banner)
Dimensions	120x600	120x600
Maximum Size (KB)	40 KB	40 KB
Target URL Character Limit	450 Characters	450 Characters
Audio Specifications	NA	NA
Animation/Looping	NA	Allowed
Alternate Text Limit	65 Characters	65 Characters

Detailed Specifications for In-Margin (Rich Media Ad formats)		
Ad Unit	Wide Skyscraper (Image Banner)	Wide Skyscraper (Flash Banner)
Dimensions	160x600	160x600
Maximum Size (KB)	150 KB	150 KB
Target URL Character Limit	450 Characters	450 Characters
Audio Specifications	NA	NA
Animation/Looping	NA	Allowed
Alternate Text Limit	65 Characters	65 Characters
Ad Unit	Skyscraper (Image Banner)	Skyscraper (Flash Banner)
Dimensions	120x600	120x600
Maximum Size (KB)	150 KB	150 KB
Target URL Character Limit	450 Characters	450 Characters
Audio Specifications	NA	NA
Animation/Looping	NA	Allowed
Alternate Text Limit	65 Characters	65 Characters

Extended Guidelines for your In-Margin creative:

- ✓ Audio must be user-initiated and never automatic
- ✓ Audio insertion into the flash file may begin no earlier than the second frame
- ✓ If audio is used, the creative must include an On/Off switch for users
- ✓ Animation is limited to the first 15 seconds, looping is unlimited within 15 seconds. Use animation carefully - keep animation smooth and fluid, using slow motion and gentle fades. Fast and abrupt motion is highly irritating. Avoid experiences that 'break through' the page or abuse the content
- ✓ Flash files require an FSCommand or ClickTAG (clickTAG or clickTag format only) to be embedded in the file. A sample clickTAG is illustrated below:

```
on (release){
  if(_root.clickTAG.substr(0,5) == "http:"){
    getURL(_root.clickTAG, "_blank");
  } }
```

- ✓ Click destination URL must open into a new browser window or tab

Important Note:

If you wish to implement Expandables, your flash creative should also include the following methods in addition to the ClickTAG method

- ✓ For the rollOver (Mouse Hover)/Release (Mouse Click) event, you need to incorporate the following method, which causes the banner to expand:

```
on(rollOver)/(release) {  
  //JS Method used to expand the HTML Container:  
  getURL("javascript:affMarginExpand()");  
  //Additional Actionscript goes below  
}
```

- ✓ For the rollOut (Mouse Out)/ Release (Mouse Click) event, you need to incorporate the following method, which causes the banner to retract:

```
on(rollOut)/(release) {  
  //JS Method used to expand the HTML Container:  
  getURL("javascript:affMarginRetract()");  
  //Additional Actionscript goes below  
}
```