



WEB AD SPECS

Dimensions	Friendly/Rising Star name	Combined is Max Size/Weight		Rich media	Third Party Ad Served	Site Served .swf	Site served static image	Sidebar Compatible	Expandable	Expandable Max	Border	HTML5 accepted	File Formats Accepted	Flash Version	Frame Rate	Animation/Looping	Wmode	Z-index	Accepted Vendors
		Initial file	Polite file																
728x90	Leaderboard	50k	100k	Yes	Yes	Yes	Yes	No	2x *3rd-party tags required for Expandable unit*	728x315	1px	Yes	HTML5, Flash, jpeg, gif, png	10.1 or under	24	Unlimited	0	2,000,000	All
970x250	Billboard	50k	100k	Yes	Yes	Yes	Yes	No	n/a	n/a	1px	Yes	HTML5, Flash, jpeg, gif, png	10.1 or under	24	Unlimited	0	2,000,000	All
300x250	IMU	50k	100k	Yes	Yes	Yes, except for sidekick	Yes	Yes	2x *3rd-party tags required for Expandable unit*	600x250	1px	Yes	HTML5, Flash, jpeg, gif, png	10.1 or under	24	Unlimited	0	1,000,000	All
300x600	Half Page	50k	100k	Yes	Yes	Yes, except for filmstrip	Yes	Yes	2x *3rd-party tags required for Expandable unit*	600x600	1px	Yes	HTML5, Flash, jpeg, gif, png	10.1 or under	24	Unlimited	0	1,000,000	All
300x1050	Portrait	50k	100k	Yes	Yes	Yes	Yes	Yes	n/a	n/a	1px	Yes	HTML5, Flash, jpeg, gif, png	10.1 or under	24	Unlimited	0	1,000,000	All
1000x30	Breadcrumb	50k	100k	Yes	Yes	Yes	Yes	Yes	3x	n/a	1px	Yes	HTML5, Flash, jpeg, gif, png	10.1 or under	24	Unlimited	0	1,000,000	All
640x480	Prestitial	100k	n/a	Yes	Yes	Yes	Yes	No	n/a	n/a	n/a	Yes	jpg, gif, png	10.1 or under	24	15 sec max	0	1,000,000	All
1600x900	Skin	120k	n/a	No	Yes - Impression and click trackers	No	Yes	No	n/a	n/a	n/a	No	Static: jpg, gif, png	n/a	n/a	n/a	n/a	n/a	n/a

NOTES:

Standard turnaround time is three business days upon receipt of

Submitted creative is subject to approval by Haymarket Media, Inc.

All DFA tags must be submitted as Internal Redirects with the exception of tracking

Site served SWF must be flash version 10.1 or under and may not contain a hardcoded URL. Information on embedding the click tag within AS2 and AS3 can be found here: <http://getclicktag.com/get-clicktag-code/>

All audio must be user initiated. Expandables must be "click to expand" or "roll to expand" with a 1sec delay. Any expanding or out of page media must have a clearly visible close button or "X"

All Skin designs must fade into a single desired background color toward the extremities of the creative to seamlessly merge the Skin and the remainder of the

MOBILE WEB/MOBILE APPS

Dimensions	Friendly/Rising Star name	File Size	Rich media	Third Party Ad Served	Site served static image	HTML5 accepted	Animation/Looping	Accepted Vendors	Flash Accepted
300x250	Box Ad	30k	Yes	Yes	Yes	Yes	Unlimited	All	No
320x50	Full Page Flex, Pull, Slider,	30k	Yes	Yes	Yes	Yes	Unlimited	All	No

EMAIL NEWSLETTERS

Dimensions	Friendly name	File Size	Rich media	Third Party Ad Served	Site served static image	HTML5 accepted	Animation	Flash Accepted	Brands Accept Size
300x250	Box Ad	40k	No	No	Yes	No	Yes	No	All
728x90	Leaderboard	40k	No	No	Yes	No	Yes	No	All
Text	Text Ad	n/a	No	No	n/a	n/a	n/a	n/a	All

NOTES:

Animated gifs are permitted but only the first frame will display in many email clients. Please ensure the first frame has brand name and call to

For most third party ad servers sending over a noscript standard tag is acceptable.

DFA and Pointroll users must send over a 1x1 and click

Text ads can have a headline of 100 characters including spaces, plus body copy of 300 characters including spaces.

The maximum logo size is 150x60 (DMNews)