

Standard Ad Specifications

Formats and File Sizes

Maximum Display	File Size	File
Pop-up – 800x600 pixels Pop-up – 720x300 pixels	Up to 50k*	Gif, HTML, SWF
468 horizontal x 60 vertical pixels 728 horizontal x 90 vertical pixels	Up to 50k*	Gif, HTML, SWF
120 horizontal x 600 vertical pixels	Up to 50k*	Gif, HTML, SWF
160 horizontal x 600 vertical pixels	Up to 50k*	Gif, HTML, SWF
300 horizontal x 250 vertical pixels 250 horizontal x 250 vertical pixels	Up to 50k*	Gif, HTML, SWF
234 horizontal x 60 vertical pixels	Up to 50k*	Gif, HTML, SWF
180 horizontal x 150 vertical pixels	Up to 50k*	Gif, HTML, SWF

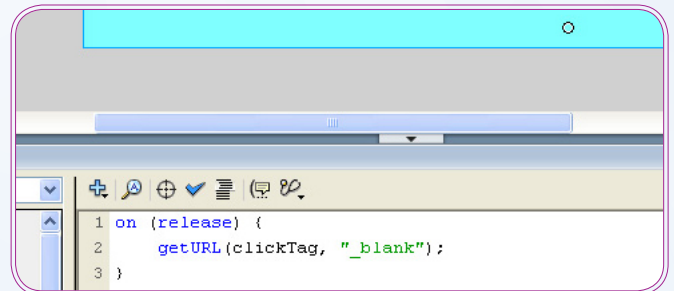
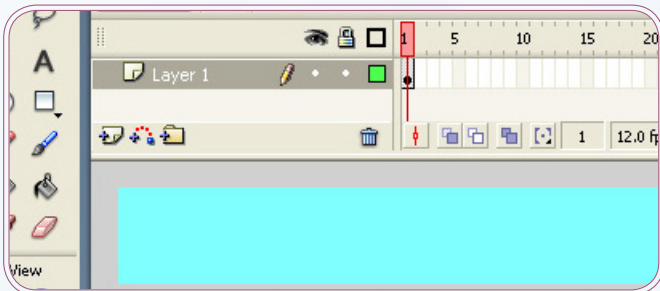
Advertising General Activity Restrictions

- **Sound** – Ads may contain user-initiated audio only
- **Landing Page** – The ad must initiate a new browser window in which the landing page will show
- **ClickTags** – All Flash ads should support the clickTAG variable
- **Picture** – All creative with white background should have a borderline. If the background color is not white, the graphic designer should add an extra background layer to the SWF with the color of choice
- **Logo** – we recommended that brand should be included on the creative (can be done by Ybrant's creative support)
- **Border** – we recommended that the creative should feature a clearly visible 1 pixel border or a high contrast background color that clearly distinguishes the ad from the content
- **Creative Approval** – There is an approval process of max 48 hrs

Creating Flash Creatives

- Add a top layer with a transparent button that covers the entire creative size.
- The button definition should only be in the hit sector. All others (Up/Down/Over) should be empty.
- On the timeline, give the button the following script:

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



- Export the file to Flash 8 or less.
- Swf files must include the ".swf" extension in the file name.

Tag Specifications

All tags must have the following features:

- There must be no capping or targeting on the tags; all capping and targeting will be done on the Ybrant Digital side.
- The advertiser's landing page should open in a new window (i.e. the publisher host site must remain open).
- For pop-creatives, Ybrant Digital will control how the window will pop.
- If the tag is rotating, Ybrant Digital has to approve the creatives that are running on this tag.
- If the ad is collecting data from the users by cookies, Ybrant Digital must be notified of this in advance.

Click Tracking on Tags

- For Ybrant Digital to be able to track clicks on tags, there must be a place for our redirect within the tag. A document explaining how we can count clicks or insert the place holder should be provided along with the tags.
- If an advertiser works with more than one advertiser for a specific campaign, we must be informed, since our tracking capabilities are limited to only 3 redirects per tag. This means we should get the tag with a maximum of 2 redirects, so that ours will be the third.
- If there are more than 3 redirects per tag, the tag will not lead to the landing page once serving and Ybrant Digital will not know this in advance. Therefore, it is the advertiser's responsibility to inform Ybrant Digital about this.