

Website Ad Specs

FILE FORMATS:

- GIF, Animated GIF and JPG. No limits on animation looping. 40k maximum file size. Sound and pop-ups are not accepted. Include your click-through URL.
- Shockwave Flash 8. Submit SWF file. Click-throughs must be hard-coded into SWF file. Video is limited to 15 seconds. Include back-up GIF, 40k maximum file size. Sound and Pop-ups are not accepted.
- Ad Tags. Straight HTML, JavaScript and Non-iFrame (iFrame is not accepted).

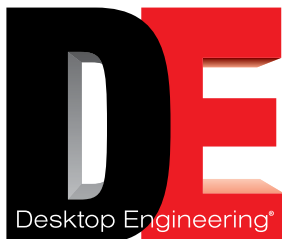
ADDITIONAL INFORMATION:

- A maximum of one creative refresh per month is permitted. Allow 2 business days to implement campaigns and creative refreshes.
- *DE* may modify ads by renaming the file to redirect the click-through URL through our servers. This way, clicks can be tracked by *DE* and cause ads to open in a new browser window.

AD SIZE	DIMENSIONS
Top and Bottom Leaderboard	728 x 90
Rectangle	300 x 250
Skyscraper	120 x 600
Text Link	60 characters maximum
Interstitials (open for 8 seconds before closed automatically. 1 rotation.)	640 x 480

ARTWORK CONTACT:

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e-Newsletter Ad Specs

- GIF, Animated GIF and JPG. No limits on animation looping. 40KB maximum file size. Sound and pop-ups are not accepted. Include your click-through URL.
- Important!** Shockwave/Flash ads or ad tags will not work on e-Newsletters.

AD SIZE	DIMENSIONS
Top and Bottom Leaderboard	728 x 90
Side Buttons	125 x 125
Skyscraper	120 x 600
Text Link	60 characters maximum