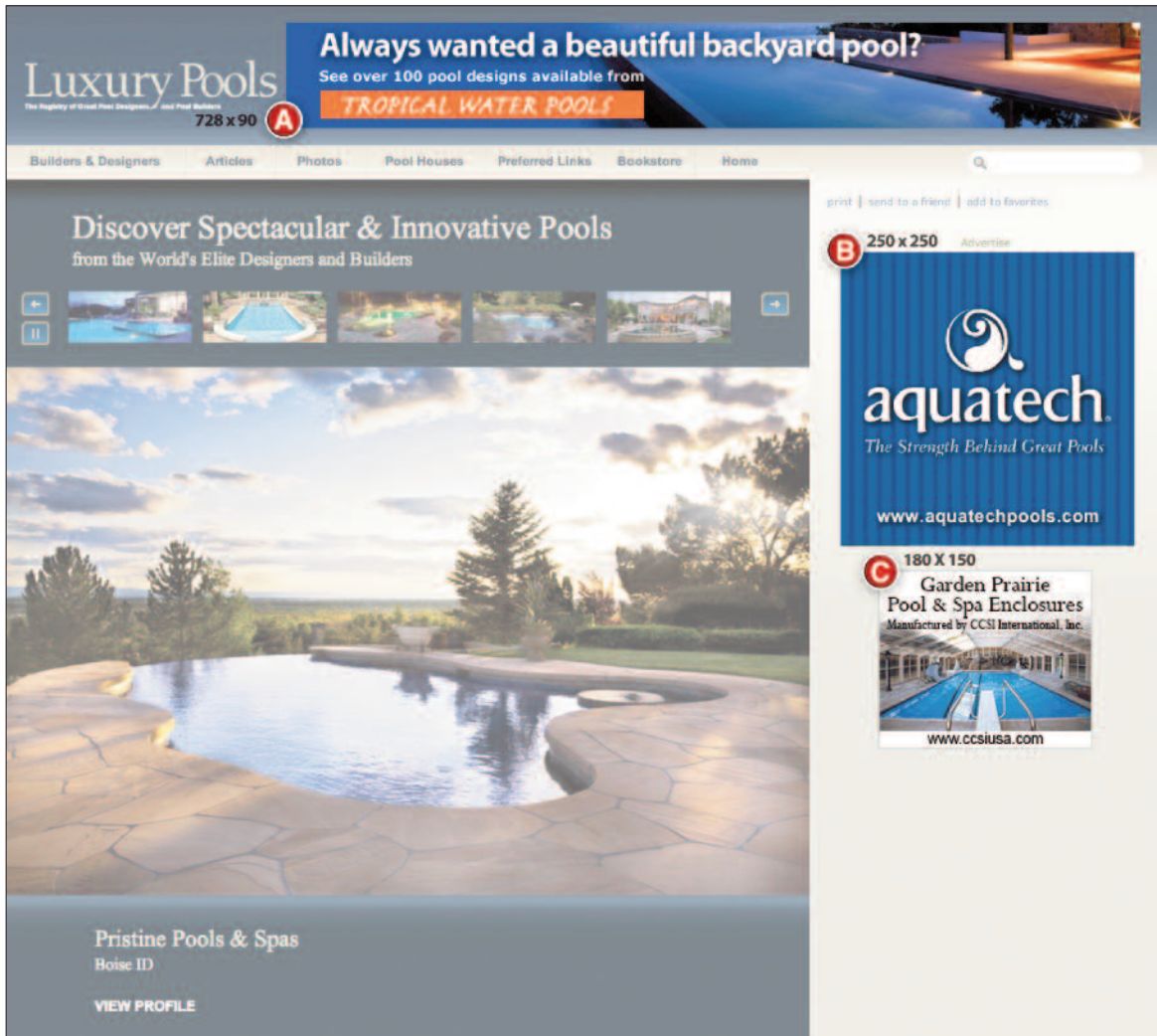


# 2010 Web Ad Specifications



## **A** **Banner Ad**

728 pixels x 90 pixels  
**Max. size:** 40K  
**File type:** GIF & JPEG  
**Flash:** 50K max  
**Loop maximum:** 4 times  
**Animation time:** 15 seconds max  
**Flash/video:** 100K max  
**Video:** Must include a button to stop/pause the video

## **B** **Large Display Ad**

250 pixels x 250 pixels  
**Max. size:** 40K  
**File type:** GIF & JPEG  
**Flash:** 50K max  
**Loop maximum:** 4 times  
**Animation time:** 15 seconds max  
**Flash/video:** 100K max  
**Video:** Must include a button to stop/pause the video

## **C** **Standard Display Ad**

180 pixels x 150 pixels  
**Max. size:** 30K  
**File type:** GIF & JPEG  
**Video:** Not available

**Flash Instructions** Use Flash Version 7.0 compatibility. Flash should use the "clickTAG" variable to accept the incoming URL that should be loaded when the Flash Ad is clicked on.