

Technical specs for online creatives

Creative	Pixels (width x height)	Max file size
Tile	120 x 240	15 kb
Leaderboard Banner	728 x 90	25 kb
Panoramic Banner	760 x 120	25 kb
Skyscraper	160 x 600	25 kb
Island Ad	300 x 250	25 kb

Accepted data formats include:

- GIF
- JPG
- SWF (must have a backup GIF or JPG)
- HTML
- Third Party Redirect Tags

ClickTAG Specifications for flash files

- The destination URL should not be embedded in the Flash file; instead the variable clickTAG should be referenced. We will assign the destination URL to this variable, allowing us to track clicks on the advertisement.

Create a button or movie clip on the top layer with clickTag as the symbol name. Add the standard clickTAG code to Frame 1 of the Timeline.

```
on (release) {  
    getURL(_level0.clickTag, "_blank");  
}
```

Weekly campaigns

- All creatives need to be received by COB Wednesday to ensure they are loaded in time for GO LIVE Sunday night.

All other campaigns

- Allow 2 business days from receipt of creatives in Studio until ad is live.