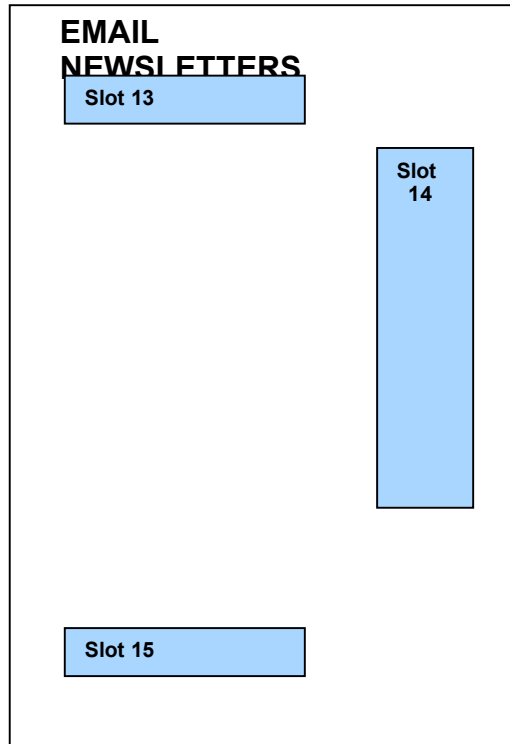
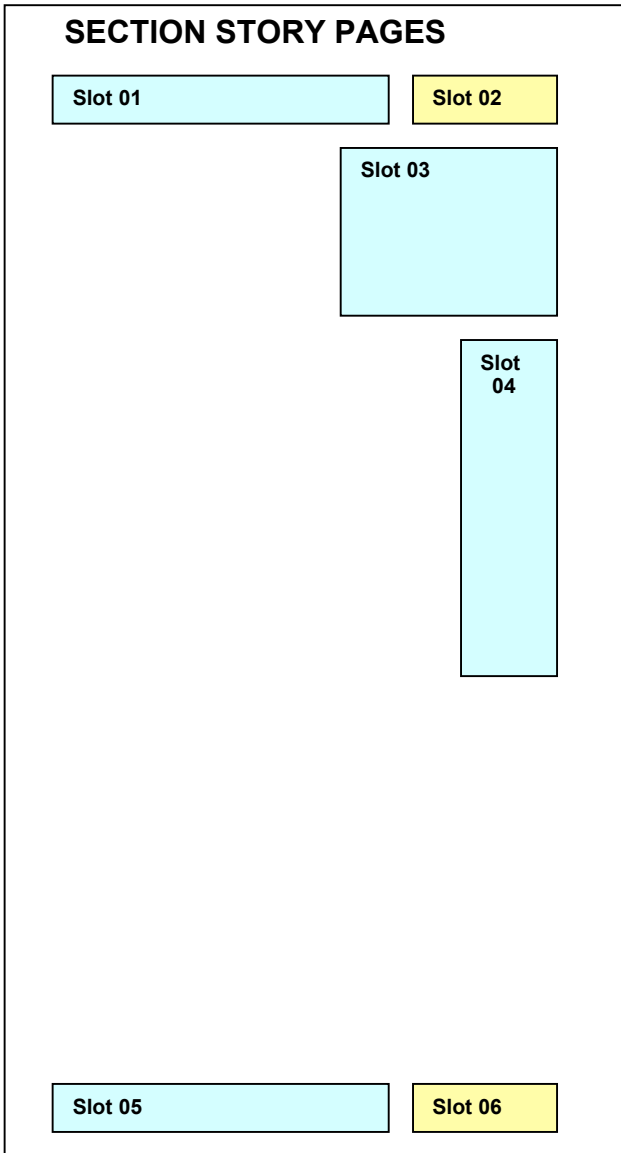


SPECIFICATION FOR BANNER ADVERTS ON WEBSITES HOSTED BY WEBVISION ABACUS



Representation of banner slot positions

	AD POSITION	Width in Pixels	Height in Pixels	File Size*	Type
Slot 01	Top Leaderboard	728	90	30k	Commercial
Slot 02	Top Marketing Button	212	90	30k	Subs-Awards
Slot 03	Top MPU	336	280	30k	Commercial
Slot 04	Skyscraper	160	600	30k	Commercial
Slot 05	Bottom Leaderboard	728	90	30k	Commercial
Slot 06	Bottom Marketing Button	212	90	30k	Subs-Awards

**BANNERS RUNNING ON NEWSLETTERS CAN ONLY BE IN GIF/JPEG FORMAT**

	AD POSITION	Width in Pixels	Height in Pixels	File Size*	Type
Slot 13	Top Banner	468	60	30k	Newsletter
Slot 14	Skyscraper	160	600	30k	Newsletter
Slot 15	Bottom banner	468	60	30k	Newsletter

\*Initial file downloads only

## Guidelines

- 1 Where a white background is used a border must be present.
- 2 Sound must be user initiated (on click).
- 3 Video must be user initiated (on click).
- 4 Emap reserves the right to refuse ads due to design/editorial content.
- 5 Only 468x60 gifs or Jpegs, can be served on email Newsletters.

### Animation length

Maximum Time	30sec
Maximum Rotations	5

### Expanding banner

Close button on non expanding portion "Close X"

### Accepted File types

Static Gif / Jpeg	.gif, .jpeg	
Animated Gif	.gif	
Flash	.swf, .flv	See below for Flash specs
Source video files	.wmv, .avi, .mov, .flv	Video spec sheet available
3rd party redirects		

### Flash Banner Specifications

**(A back up gif/jpeg banner of the same size must be supplied with all flash banners)**

So our adserver can count clicks on the ad the following needs to be added to the flash file.

- 1 Create a transparent button covering the clickable area
- 2 Apply the below action script to the button

```
on (release)
```

```
{
```

```
    getURL(_root.clickTAG, "_blank");
```

```
}
```

- 3 Provide a .gif version of the banner for users that can't view flash files
- 4 Send us the final .swf and .gif files with the corresponding click through url