



Banner specifications
Gain maximum exposure
for your property

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Just what you're looking for



Banner specifications

Key flash creative specifications

- The highest recommended frame rate is 18fps – 21fps
- Version 10 or earlier versions are accepted
- Flash ActionScript 2 is preferred, AS3 is accepted
- Adobe files must be saved as CS4 or earlier versions.

Please note that CPU load limitations apply to all flash creative. Below is an overview of frequently encountered problems due to flash related, unreasonably high CPU load.

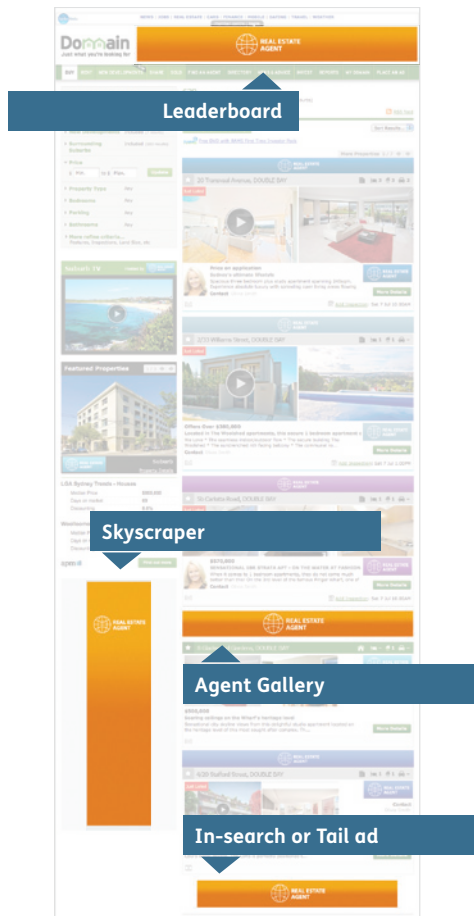
Creative assets posing unreasonable load on the end user's computer will be rejected.

In contrast to file size, the complexity of drawings, gradients, slow moving animation and detailed moving elements may affect the number of calculations the CPU must action on each frame.

Such load may be caused by some of the following reasons:

- Translucent animated sequences animate on top of imported graphics (e.g. JPG, PNG)
- ActionScript generated events set to randomly generate fog, rain etc.
- Imported graphics set to scale up over an extended period of time
- Flash Action Script for Button Click through:


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



Banner sizes

Product	Dimensions (px)	Max file size	File format through/URL	Destination click	Notes
Leaderboard	728 W x 90 H	40KB	GIF, JPG, SWF	Please provide click through URL	As a requirement, when running SWF creative, please provide accompanying back up gif or jpg image
Wide Skyscraper	160 W x 600 H	40KB	GIF, JPG, SWF	Please provide click through URL	As a requirement, when running SWF creative, please provide accompanying back up gif or jpg image
Agent Gallery / In-search	580 W x 100 H	40KB	Static GIF, JPG format only	Please provide click through URL	No back up image required

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