

Here are the detailed instructions for making the banners, **PLEASE FOLLOW CAREFULLY!**

Regular banners – available sizes: 728x180, 728x90, 120x600, 300x250, 300x600, 180x90 (Flash or image)
Technical requirements:

For Flash:

Maximum file weight: **35KB**

Flash should be exported as version **10** or lower

The clickthrough URL must be a "**clickTAG**"

Please insert this code **System.security.allowDomain;** on every file under the **mainMovie**.

On the button that leads to the landing page please place the following code – in the **action layer**:

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

For Image:

File type: GIF/JPG/PNG

Maximum file weight: **35KB**

Maximum loop limit: 5

Rich Media – Overlay banner

Available sizes: 750x450 (**Flash only**)

Technical requirements:

Maximum file weight: **75K**

Flash should be exported as version **10** or lower

The clickthrough URL must be a "**clickTAG**"

Please insert this code **System.security.allowDomain;** on every file under the **mainMovie**.

On the button that leads to the landing page please place the following code – in the **action layer**:

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

Creative must be exported in one movie clip (one layer and one frame inside the SWF file).

Email Blast

Available sizes: 600x800 (HTML or Image) **we are strongly recommended to use HTML format.**

Technical requirements:

For HTML:

HTML with absolute link/s

Embedded images

For Image:

File Type: GIF/JPG/PNG

Maximum file weight: **100KB**

Text Link

Technical requirements:

Header: Max **20** characters (**including spaces**)

Body: Max **72** characters (**including spaces**)

Video Ads – available Sizes: 640x480

Technical requirements:

Maximum file weight: **3MB**

Maximum movie length: **30 Seconds**

Acceptable file format: mp4, mov, flv, wmv, avi,

Promotional Content

Technical requirements:

Article header: Max **56** characters (**including spaces**)

Article Body: unlimited

Images: **2** pictures

Image size: **370x223**

Maximum image file weight: **50KB**

Please follow carefully – we cannot accept any ad who does not meet our exact instructions