



Creative Specifications - Ad Units

Rotating Ad Units									
Ad Type	Ad Size	Max File Size (Initial Load)	Text	File Types Accepted	Looping	Rich Media Vendors/Products Accepted	Subload	Expandable/Floating	Sound
Leaderboard	728x90	40K	N/A	Gif, JPG, Flash (version 8+ accepted)	Unlimited	*PointRoll: Tomboy, Towelboy, Fatboy *EyeBlaster: Polite Banner, Expanding Banner, Video *Klipmart: Standard, Tabbed, Expandable, Full Screen, Big Picture *EyeWonder: Roadblock, Expandable, Video Banner, FullVideo Banner, Video Expandable, Full Video Expandable *Unicast: Over-the-Page, Expandable *Motif: All *Interpolls: All *IFRAMES not allowed - JavaScript Only (or internal redirects if using DFA) *wmode="transparent" *z-index=5	After initial load, advertiser can subload up to 2Mb (GamePro will not host)	* Expansion occurs down * Expansion cannot exceed two-times the height * Expansion must occur on user-interaction. * User interaction callout must be clearly defined (i.e. Ad must read: "Rollover for More Information") * Expanded portion of ad must have clearly visible CLOSE button (minimum 10pixels wide and clear contrasting colors; above the fold)	User Initiated Only (must occur on clearly-defined callout)
Skyscraper	160x600	40K	N/A	Gif, JPG, Flash (version 8+ accepted)	Unlimited	*PointRoll: Tomboy, Towelboy, Fatboy *EyeBlaster: Polite Banner, Expanding Banner, Video *Klipmart: Standard, Tabbed, Expandable, Full Screen, Big Picture *EyeWonder: Roadblock, Expandable, Video Banner, FullVideo Banner, Video Expandable, Full Video Expandable *Unicast: Over-the-Page, Expandable *Motif: All *Interpolls: All *IFRAMES not allowed - JavaScript Only (or internal redirects if using DFA) *wmode="transparent" *z-index=5	After initial load, advertiser can subload up to 2Mb (GamePro will not host)	* Expansion occurs to the left * Expansion cannot exceed two-times the width * Expansion must occur on user-interaction. * User interaction callout must be clearly defined (i.e. Ad must read: "Rollover for More Information") * Expanded portion of ad must have clearly visible CLOSE button (minimum 10pixels wide and clear contrasting colors; above the fold)	User Initiated Only (must occur on clearly-defined callout)
Medium Rectangle	300x250	40K	N/A	Gif, JPG, Flash (version 8+ accepted)	Unlimited	*PointRoll: Tomboy, Towelboy, Fatboy *EyeBlaster: Polite Banner, Expanding Banner, Video *Klipmart: Standard, Tabbed, Expandable, Full Screen, Big Picture *EyeWonder: Roadblock, Expandable, Video Banner, FullVideo Banner, Video Expandable, Full Video Expandable *Unicast: Over-the-Page, Expandable *Motif: All *Interpolls: All **IFRAMES not allowed - JavaScript Only (or internal redirects if using DFA) *wmode="transparent" *z-index=5	After initial load, advertiser can subload up to 2Mb (GamePro will not host)	* Expansion occurs to the left or down * Expansion cannot exceed two-times any one dimension * Expansion must occur on user-interaction. * User interaction callout must be clearly defined (i.e. Ad must read: "Rollover for More Information") * Expanded portion of ad must have clearly visible CLOSE button (minimum 10pixels wide and clear contrasting colors; above the fold)	User Initiated Only (must occur on clearly-defined callout)

Video
<p>*Auto-initiated video okay * If video is auto-initiated, sound is not allowed unless user-initiated. * If video is user-initiated, sound can play as well. * Bitrate 220 kbps. * Frames per second Max 29 - preferred 15.</p>
<p>*Auto-initiated video okay * If video is auto-initiated, sound is not allowed unless user-initiated. * If video is user-initiated, sound can play as well. * Bitrate 220 kbps. * Frames per second Max 29 - preferred 15.</p>
<p>*Auto-initiated video okay * If video is auto-initiated, sound is not allowed unless user-initiated. * If video is user-initiated, sound can play as well. * Bitrate 220 kbps. * Frames per second Max 29 - preferred 15.</p>