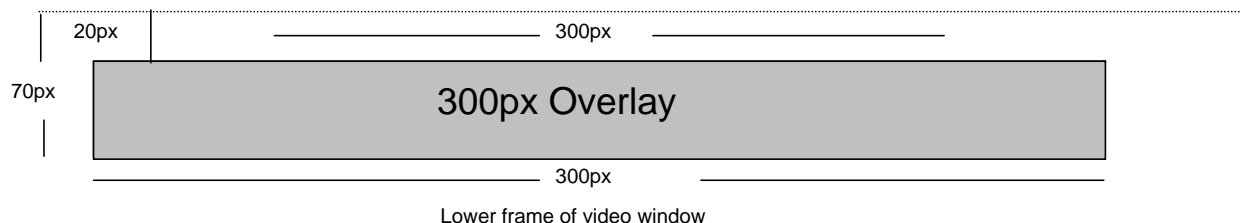
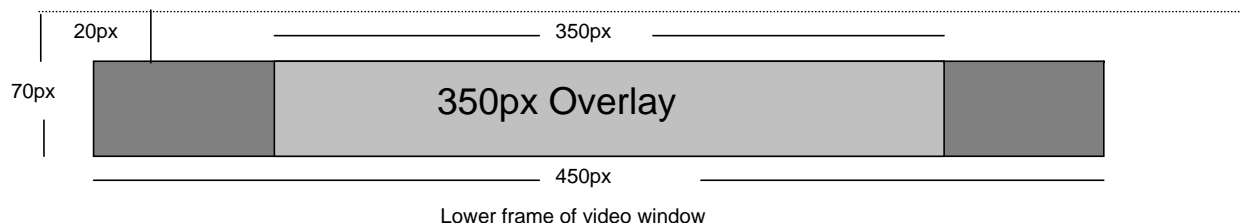


### Creative Specifications - Overlay

| Size                           | File Type       | Flash Version       | Frame Rate | Max File Size | Opacity  | Scaling             | Audio | Duration   | Animations  | Expanded/ Overlay Controls             | Closed state   | Implementation Lead-time |
|--------------------------------|-----------------|---------------------|------------|---------------|--|---------------------|-------|------------|---|--|--|--------------------------|
| 350x50; with 20 px bleed area* | SWF/JPEG or PNG | Flash 7 and Earlier | 30 fps     | 100k          | Text and Image can be 100% but background is max 70% | No, always centered | No    | 15 seconds | 10 second window starting at the beginning of the ad; max within 70 px height | Close and mute. Play controls optional | Persistent ad button. Best practice for button to be in lower right corner | 5 business days          |
| 300x50; with 20 px bleed area* | SWF/JPEG or PNG | Flash 7 and Earlier | 30 fps     | 100k          | Text and Image can be 100% but background is max 70% | No, always centered | No    | 15 seconds | 10 second window starting at the beginning of the ad; max within 70 px height | Close and mute. Play controls optional | Persistent ad button. Best practice for button to be in lower right corner | 5 business days          |
| 468x60                         | SWF/JPEG or Gif | Flash 7 and Earlier | 30 fps     | 70k           | Text and Image can be 100% but background is max 70% | No, always centered | No    | 15 seconds | 10 second window starting at the beginning of the ad; max within 70 px height | Close and mute. Play controls optional | Persistent ad button. Best practice for button to be in lower right corner | 5 business days          |

\* In regards to animation, 20 additional vertical pixels can be used in order to enhance the ad message.



**Notes:**

- Note: Overlay dimensions varies by publisher
- When a user clicks on an overlay it can launch a video/Flash window or take users to the advertisers site (launch a browser).
- Call to action should be communicated clearly on ad, i.e. "Watch Video" or Visit site."