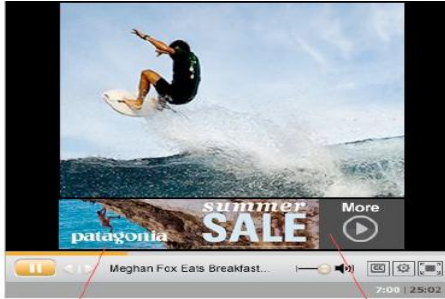




## Ticker Boy Specs

Unit Type	Pixel Size	Format	Required Assets				Vendor	File Size	Audio Initiation	Audio Length	Video Initiation	Video Length	Video File Size	Animation Length	3rd party tracking
Ticker Unit	234x60	FLA/ SWF/ GIF/ JPG					PointRoll	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Expanded Unit	400x300	Rich Media Banner: FLA/ SWF / Video: mov or .avi	Creative file, Clickthrough				PointRoll	40k initial and 70k poller load	User-initiated by click	15 seconds	User-initiated by click	30 seconds	n/a	10 seconds	n/a
Text in Chrome	125x16	Character Count: 30, Font: Black Anial, PNG 24 Recommended	Creative file, Unit: Transparent GIF	Anti Aliased	Sharp	Size: 10 Pt	PointRoll	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
300x60 Companion Banner	300x60 Clickthrough	gif/ jpg/ image	Creative file, Clickthrough					15K	n/a	n/a	n/a	n/a	n/a	n/a	Accepted
300x250 Companion Banner	300x250 clickthrough	gif/ jpg/ image	Creative file, Clickthrough					30K	n/a	n/a	n/a	n/a	n/a	n/a	Accepted

Ticker Unit



Standard IAB  
234x60

Persistent More Link To Ad Playback, Pauses Video  
76x60

\*More\* Button is provided by the Pointroll team as a call to action.

Expanded Unit

