

Expandable Creative Specifications

| Element | Specifications | |
|------------------|--|------------------------|
| Ad sizes | Original Ad Size: | Max. Expanded Ad Size: |
| | 728x90 | 728x400 |
| | 300x250 | 600x300 |
| | 468x60 | 468x468 |
| | 160x600 | 600x600 |
| Expansion | Must be user initiated on click or roll-over and must display a "Close" button | |
| File size | Max. 40K on initial load | |
| Landing page URL | Required | |

Video Specifications

| Element | Recommended Specifications |
|--------------------------|--|
| Frame rate | 30 fps recommended; 29.97 and 24 fps accepted* |
| File format | .MOV or .FLV |
| Data rate (for FLV only) | < 400kbps |
| Aspect ratio | 4:3 or 16:9 |
| De-interlaced | Required |
| Codec (for FLV only) | On2/VP6 |
| Audio | Must be user initiated by click |

**) If recommended specifications are not met, Adconion cannot guarantee that all video ads will be delivered as proposed, due to restrictions of certain publishers in the Adconion Video Network.*

File Delivery

If the creative is hosted by Adconion (i.e. is not tracked by a third party), we require:

- All SWF, FLA, images and font files for the creative. The FLA file needs to be created in Flash 9 or higher and use Actionscript 3. The image files need to be the original files, either vector based EPS or layered Photoshop (PSD) files.
- A landing page URL
- Information on what to track

Creatives can be hosted by Adconion or can be third-party served (e.g. through DoubleClick, Eyeblander, Eyewonder, etc.)