

Expandable Creative Specifications

Element	Specifications	
Ad sizes	Original Ad Size: 728x90 300x250 468x60 160x600	Max. Expanded Ad Size: 728x400 600x300 468x468 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.)