

Standard Creative Specifications

Pixels	Ad Unit	File Size - GIF/JPEG	File Size - Flash SWF	Animation Length	Looping Requirements
468x60	Full Banner	20K	40K	15 Seconds	3 Loop Max
234x60	Half Banner	30K	30K	15 Seconds	3 Loop Max
728x90	Leaderboard	20K	40K	15 Seconds	3 Loop Max
120x240	Vertical Banner	20K	30K	15 Seconds	3 Loop Max
120x600	Skyscraper	20K	40K	15 Seconds	3 Loop Max
160x600	Wide Skyscraper	20K	40K	15 Seconds	3 Loop Max
180x150	Rectangle	20K	40K	15 Seconds	3 Loop Max
300x250	Medium Rectangle	20K	40K	15 Seconds	3 Loop Max
336x280	Large Rectangle	20K	40k	15 Seconds	3 Loop Max
240x400	Vertical Rectangle	20K	40K	15 Seconds	3 Loop Max
300 x 100	3:1 Rectangle	20K	40K	15 Seconds	3 Loop Max
250x250	Square Pop-Up	20K	40K	15 Seconds	3 Loop Max
720x300	Pop-Under	20K	40K	15 Seconds	3 Loop Max
300 x 600	Half Page Ad	20K	40K	15 Seconds	3 Loop Max
120x90	Button 1	10K	20K	15 Seconds	3 Loop Max
120x60	Button 2	10K	20K	15 Seconds	3 Loop Max
125x125	Square Button	10K	30K	15 Seconds	3 Loop Max
88x31	Micro Bar	5K	n/a	n/a	n/a

* Note: These specs are adopted from the IAB standards. Specifications may vary from site to site. Please contact your digital representative for detailed information.

- Click Through URL**
The click through URL or landing page must be provided. Please let your traffic manager know in advance if there will be unique URL addresses per site.
- Default Ads**
A generic default ad (one per ad size, campaign) should be sent along with the creative. A default ad will be used by the ad server if the original ads fail to load for any reason. It is recommended that this default creative be generic in nature. For example, a company logo with a click through to the home page.
- Click Tags for Flash files**
If you will be providing a flash file, the following Click Tag must be added to the code. This ensures that the click through URL will open in a new window.

```
on (release) {
    getURL (_level0.clickTag, "_blank");
}
```

Material Due Dates

Materials should be sent to Novus **5 business days** prior to the start date of the campaign.

Transmission Methods

- Web Upload site:** <https://www.agentimediасervices.com>
Contact your Digital Representative for the username and password.
- Email:** digitalspecs@agentimediасervices.com (4.75 MB limit) or email your Digital Representative directly.