

Please note:

All creative materials are due 5 business days prior to campaign launch.

We accept all DART-supported forms of rich media including: Eyeblander, Unicast, PointRoll, Eyewonder, Klipmart, Flash, Shockwave, HTML, Javascript

Notes for Flash Creatives: All Flash URLs must use the clickTag method and must be a ActionScript 2.0 file.

2010 Rich Media Advertising Specifications

Max File size: 40kb for 160x600, 300x250, 728x90

File Type accepted: JPG, GIF, Flash, HTML, Javascript, Doubleclick Internal Redirect,

Max Loops: 3 loops (15 seconds per loop)

Flash Versions accepted: 8 or below

Expandable & Video Ad Specifications

Expandable Size Max (click to expand):

Initial Size	Expanded Size	Direction of Expansion
160x600	320x600	Left
300x250	450x250	Left or Right
728x90	728x180	Downward

Close Method: Must close on Roll-off

Pinning: No Pinning

Initial File Size: 40kb

Maximum File Size Expanded State: 100kb

Close Button: Required

Initial Animation: 15 seconds

Video: Non-user initiated

Audio: User-initiated

Max Video/Audio Length: 30 seconds

Audio/Video Buttons Required: Play, Stop, Pause, Mute, Restart

Acceptable formats: MiniDV, HDV, BetaSP, DVD or CD, CD or DVD Data (QT-DV-NTSC/AVI-DV-NTSC/HD-MZT)

- **Quantity allowed:** 3 videos maximum
- Client to provide a final ready-to-view video ad
- Client to supply 1x1 impression trackers and click trackers (Redirect URL)