



DISPLAY ADVERTISING CREATIVE FORMAT GUIDELINES:

QUICK REFERENCE GUIDE

CREATIVE UNIT NAME	INITIAL DIMENSIONS (WXH IN PIXELS)	MAXIMUM EXPANDED DIMENSIONS (WXH IN PIXELS)	MAX INITIAL FILE LOAD SIZE	HOST INITIATED SUBLOAD	ANIMATION/VIDEO GUIDELINES	Z-INDEX RANGE	NOTES
Between-thePage (aka "Interstitial")	Variable	Expansion not applicable for this unit	200 KB	300 KB	Minimum 24 fps for video 15 sec max length (unlimited user-initiated) 1.1 MB additional file size allowed for host-initiated video Unlimited file size for userinitiated video	N/A Unless the ad covers content on the target page, then use range for overlays: 6,000,000+	Label = "Advertisement" Font = 8pt (11px) by 16pt (21px) "Close" control provided by browser window if ad displays in its own browser window. If overlaid on target page, include "Close X" button. Font = 8pt (11px) by 16pt (21px)