

# Online Ad Specifications

## 1 Leaderboard

Dimension: 728 x 90 pixels

File size: 40k max

Format: .jpg, .gif, .swf

## 2 Rectangle

Dimension: 300 x 250 pixels (MRec) or  
336 x 280 pixels (LRec)

File size: 40k max

Format: .jpg, .gif, .swf

## 3 Skyscraper

Dimension: 120 x 600 pixels (Sky) or  
160 x 600 pixels (Wsky)

File size: 40k max

Format: .jpg, .gif, .swf

### Expansion Ad Unit Specifications:

Leaderboard dimensions - 728 x 90,  
max. 728 x 225 (expands down)

Rectangle dimensions- 336 x 280,  
max. 504 x 280 (expands left)

Skyscraper dimensions - 120 x 600,  
max. 200 x 600 (expands left)

- File size and animation requirements are same as standard ads.
- Must be user-initiated for expansion either through rollover and or click.
- Method of expansion and retraction must be the same (i.e., rollover or click).
- Base ad unit as above 40k - initial expanded panel 30k.
- If roll over initiated, there must be a 1-second delay on expansion to avoid accidental expansion, must automatically close when rolled off.
- If click-initiated, must have a mandatory "close" button in top right corner.

### Pre-Roll

Up to a 15 second high resolution movie file.  
All standard formats apply.

### Frame Rate

Maximum 25 frames per second, 18 frames per second is preferred. Maximum 3 loops and 30 seconds for all animation.

Please send all creative materials to [WebAds@taunton.com](mailto:WebAds@taunton.com)

