

Digital Ad Specifications

Banner Ad Requirements

Animated ads have a maximum of 3 rotations per ad.

COLOR: RGB

FORMAT: BMP, GIF, JPG, PNG, SWF

MAX FILE SIZE: 256 KB

Flash

Ads must be exported for Flash 8 or higher. For Flash 8 and 9, use this ActionScript code:

```
on (release) {
    if (_root.clickTAG.substr(0,5) == "http:") {
        getURL(_root.clickTAG, "_blank");
    }
}
```

For Flash 10, make sure your button is named MyClickTagButton and use this ActionScript code:

```
MyClickTagButton.addEventListener(
    MouseEvent.CLICK,
    function():void {
        if (root.loaderInfo.parameters.clickTAG.substr(0,5) == "http:") {
            navigateToURL(
                new URLRequest(root.loaderInfo.parameters.clickTAG), "_blank"
            );
        }
    }
);
```

Ad Type	Image Size
Leaderboard	728 x 90
Box	300 x 250
Interstitial	700 x 500
Expandable	728 x 90 / Expands to 728 x 415

728 x 90 (expandable to 728 x 415)

EXPANDABLE LEADERBOARD

300 x 250

BOX

700 x 500

INTERSTITIAL

eNewsletter Ad Requirements

FORMAT: a static GIF or JPG

THIRD-PARTY TRACKING: Ads will not be run through third-party software. However, click-tracking URLs are acceptable.

Option	Image Size	Copy
1	270 x 270	Up to 75 words
2	350 x 270	Up to 15 words

Send online ad materials to Lori Henry:

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