

Lebhar-Friedman Inc. Online Ad Specifications

Standard Ads *(served through DoubleClick)*

gif, jpeg, swf	Size	Filesize	jpeg/gif Comments	swf Comments
Leaderboard	728x90	40kb	Animation length - 30 seconds max Font - 10 pt minimum Audio - user initiated (on click) Provide URL Max 3 rotations/loops	Backup gif/jpeg required 18 frames per second max Three loop maximum Must include clickTAG: <pre> on (release) { getURL(clickTAG, "_blank"); } </pre>
Medium Rectangle	300x250	40kb		
Square	250x250	40kb		
3rd Party Tags	Size		Details	Comments
Leaderboard	728x90		Atlas or Standard DoubleClick tags Font - 10pt minimum Audio - user initiated (on click) Provide URL Max 3 rotations/loops Files over 80k must be polite download Click-through must open in new browser window	Testing of creatives across browsers should be done prior to submission Click-through tracking may not be available for all third-party tag creatives Include clear instructions for implementation with DoubleClick for cache-busting/click tracking
Medium Rectangle	300x250			
Square	250x250			
Splash Ads	Sizes	Filesize	Details	Comments
Home Page	550x480 300x250	40kb	Auto close after 10 seconds Place a 20x30 close button visible in the upper right hand corner 80k maximum polite download	All Splash ads are one view per user per day jpeg, gif, swf, 3rd party tags are acceptable Limited Availability
Category Page	600x250 475x350	40kb		

Rich Media Ads *(served through DoubleClick)*

Expanding Ads 3rd Party Tags	Size	Expansion Allowances	Initial Load	Polite Download	Details
Full Banner	728x90	728x180 expand down	40kb	80kb	Auto-expansion not permitted. Mouse-on expansion Mouse-off retraction Mouse-over interaction cannot lead user to a different website Close button required at zero/root level (16pt Close "X") Audio permitted with user click only Video permitted with user click only, 15 sec. max, 18 fps Clearly visible controls: Close, Play, Pause, Rewind, Volume
Medium Rectangle	300x250	600x250 expand left	40kb	80kb	
Square	250x250	500x250 expand left	40kb	80kb	
In Page Video	Initial size 40kb; Polite download 1.2mb; Need Close "X" button and Play, Pause, Rewind and Volume controls User Initiated only, 15 sec. max, 18 fps				

* All material is due 5 business days prior to launch of the campaign