Web Advertising **Specifications**

Interactive Marketing Unit	Creative Size (in pixels)	File Size	Ad Resolution	Looping Restrictions	Rich Media
A Leaderboard	728 x 90	30K	72 dpi	3 loops max	Yes
B Small Rectangle	300 x 100	30K	72 dpi	3 loops max	Yes
C Skyscraper	160 x 600	30K	72 dpi	3 loops max	Yes
D Medium Rectangle	300 x 250	30K	72 dpi	3 loops max	Yes
E Double Wide Skyscraper	300 x 600	30K	72 dpi	3 loops max	Yes
F Rich Media Expandable Unit	300 x 50/ 300 x 250	40K	72 dpi	3 loops max	Yes

Acceptable File Formats GIF, Animated GIF, JPEG, HTML, DHTML, Flash, Bluestreak, Shoshkeles™

Lead TIme All creative must be received ten days prior to scheduled start date

Production Contact Please send materials to focus.production@meetingsmedia.com
All advertisements are subject to Meetings Media approval

Direct Upload Creative can also be uploaded directly at the following address:
transfer.buildings.com
user name: Meetings (case sensitive)
password: Transfer (case sensitive)

Guidelines

- The ad must be tested, debugged and work properly in all major browser versions.
- Check for correct syntax of HTML, Javascript or any languages used.
- It must be possible to open the ad file directly into a browser.
- File names may not include any special characters, as this may cause errors.
- If delivery of Flash ad is via a DHTML layer (ie. Shoshkeles™, Eyeblaster), the ad must close/end itself in 10 seconds, as well as provide a way to manually close/end it.
- For Rich Media Expandable Unit, contact focusproduction@meetingsfocus.com

Click-through URLs

- The ad file should not contain the click-through URL imbedded in the file.
- References to files and click-through URLs must be in quotes.
- Please be sure to advise us of the click-through URL for each creative when sending.
- All click-through URLs must spawn a new window when clicked.
- Flash creatives must include the following clickTAG at the root level or level 0:
  Please note clickTAG is case sensitive.

```
on (release) {
    getURL (clickTAG, "_blank");
}
```

Skyscraper - 160 x 600 pixels

C

E

Double Wide Skyscraper - 300 x 600 pixels

D

Medium Rectangle - 300 x 250 pixels

B

Small Rectangle - 300 x 100 pixels

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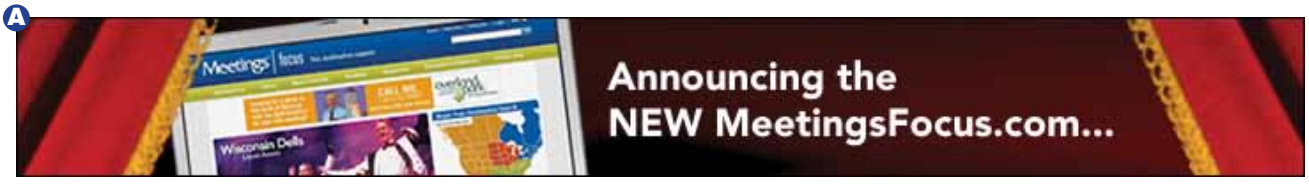
A



Leaderboard - 728 x 90 pixels