

Web Advertising Specifications

Interactive Marketing Unit	Creative Size (in pixels)	File Size	Looping Restrictions	File Formats
A Leaderboard	728 x 90	60K	3 loops max, 15 seconds max	GIF, Animated GIF, JPEG, Flash, Eyeblander, Pointroll
B Small Rectangle	300 x 100	60K		
C Medium Rectangle	300 x 250	60K		
Double Wide Skyscraper	300 x 600	60K		
D "Catfish"	955 x 75	60K		
E Peelback	100 x 100; expands to 600 x 540	100K	NA	Static GIF or JPEG

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.
- File names may not include any special characters, as this may cause errors.
- For third-party "tags" (ie. Eyeblander, Pointroll), the ad must close/end itself in 10 seconds, as well as provide a way to manually close/end it.
- NO "close" button is necessary on non-expanding creative (applies to Catfish ads).

Click-through URLs for Flash Creative

- 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.
- For Flash creative, INCLUDE the "clickTag" code on an invisible button which covers the complete creative. Please contact our production department for Flash creative codes.



Rich Media Units	Creative Size (in pixels)	Max Expanded Size	File Size	Looping Restrictions	File Formats	Expand Command	Expand Direction	Controls
Expandable Leaderboard	728 x 90	728 x 180	60K	3 loops, 15 seconds max	Third-Party "Tags"	Expand on mouse over, retract on mouse out or on click of "CLOSE X" Button	Down	"CLOSE X" Button
Expandable Bellyband	300 x 100	600 x 250				Expand on load and/or mouse over, retract automatic after 3 seconds and on click of "CLOSE X" Button	To center of page, then width and height	

Ad Unit	Creative Size (in pixels)	File Size	Looping Restrictions	File Formats
Video	320 x 240	100MB	3 minute limit	QuickTime MOV or Windows WMV

Lead Time

Production Contact

Direct Upload

All creative must be received ten days prior to scheduled start date
 Please send materials to production@meetingsfocus.com
 All advertisements are subject to Meetings Focus approval
 Creative can also be uploaded directly at the following address:
transfer.meetingsfocus.com
 user name: Meetings (case sensitive)
 password: Transfer (case sensitive)

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