b5media

Advertising Specifications and Rates

Placement	Rates	Dimensions	Maximum File Size	Acceptable File Types/ Formates	Animation and looping restrictions	Video Allowed? Host and User Initiated	Audio Allowed? User Initiated Only
Small Box	$3	125 x 125	10K	JPEG GIF HTML FLASH*	NO	NO	NO
Wide Skyscraper	$8	160 x 600	30K	JPEG GIF HTML FLASH*	YES Three Times	YES	YES
Med. Rectangle	$8	300 x 250	30K	JPEG GIF HTML FLASH*	YES Three Times	YES	YES
Leaderboard	$5	728 x 90	30K	JPEG GIF HTML FLASH*	YES	YES	YES

Flash Requirements *

- All flash files must be "click-tag" enabled
  Please do not hardcode any target URLs, instead assign any clickable portion this action:

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

  We will be passing the landing page URL to the .swf as a parameter, so you don't need the URL referenced in the creative
- Creative should be submitted as Flash 6 or 7 for maximum user compatibility
- Maximum frame rate of 24 frames per second
- For flash hosted by b5media, a default image (JPEG or GIF) image must be included for each ad size