



B5Media Ad Specs

Creative Type / Placement	Leaderboard (Top)	Pushdown	Big Box	Half Page
Dimensions	728x90	970x66	300x250	300x600
Page Positioning	Above the fold, top	Above the fold, top	Above the fold, right	Above the fold, right
Expandable?	Y	Y	Y	N
Expand direction	down	down	down and left	-
Expanded Dimensions	728x300	970x418	500x500	-
Special Requirements	Must have a close button. Only expands upon user initiation, and must close on roll off.	Must have a close button. Auto expansion frequency capped at 1 per user per day with 8 second duration, subsequent expansions must be user initiated on rollover or click and must close on roll off or 30 second duration.	Must have a close button. Only expands upon user initiation, and must close on roll off.	-
Video	N	Y Max duration 30 seconds Must contain stop, pause, play and audio control buttons	Y Max duration 30 seconds Must contain stop, pause, play and audio control buttons	Y
Audio	User-initiated only	User-initiated only	User-initiated only	User-initiated only
Accepts Rich Media?	Y	Y	Y	Y
Rich Media Vendors	All	All	All	All
Rich Media Billing	Agency	Agency	Agency	Agency
File Type	.swf/.jpg/.gif/3rd party	.swf/.jpg/.gif/3rd party	.swf/.jpg/.gif/3rd party	.swf/.jpg/.gif/3rd party
Max File Size - initial load	40k	40k	40k	40k
Max File Size - polite load	100k	100k	100k	100k
Max Animation Time	30 seconds	30 seconds	30 seconds	30 seconds
Max Loops	3	3	3	3
Flash Version	Flash 9	Flash 9	Flash 9	Flash 9
Action Script Version	Action Script 3	Action Script 3	Action Script 3	Action Script 3
Tracking	3rd Party click tracking via click command URLs	3rd Party click tracking via click command URLs	3rd Party click tracking via click command URLs	3rd Party click tracking via click command URLs
Lead Time	3 business days	3 business days	3 business days	3 business days

Please contact sales@b5media.com with any questions.



B5Media Ad Specs

Creative Type / Placement	Skyscraper	Leaderboard (Bottom)	Resolving/ Floating Leaderboard	Resolving/ Floating Big Box
Dimensions	160x600	728x90	728x90 (resolved)	300x250 (resolved)
Page Positioning	Below the fold, right	Below the fold, bottom	below navigation (floating)	below navigation (floating)
Expandable?	Y	Y	Y	Y
Expand direction	left	up	Floating	Floating
Expanded Dimensions	320x600	728x300	400x400 (floating)	400x400 (floating)
Special Requirements	Must have a close button. Only expands upon user initiation, and must close on roll off.	Must have a close button. Only expands upon user initiation, and must close on roll off.	Floating Unit must have a close button, must resolve into the ad unit automatically after 15 seconds and must be situated below the navigation.	Floating Unit must have a close button, must resolve into the ad unit automatically after 15 seconds and must be situated below the navigation.
Video	N	N	N	N
Audio	User-initiated only	User-initiated only	User-initiated only	User-initiated only
Accepts Rich Media?	Y	Y	Y	Y
Rich Media Vendors	All	All	All	All
Rich Media Billing	Agency	Agency	Agency	Agency
File Type	.swf/.jpg/.gif/3rd party	.swf/.jpg/.gif/3rd party	.swf / 3rd party	.swf / 3rd party
Max File Size - initial load	40k	40k	40k	40k
Max File Size - polite load	100k	100k	100k	100k
Max Animation Time	30 seconds	30 seconds	30 seconds	30 seconds
Max Loops	3	3	3	3
Flash Version	Flash 9	Flash 9	Flash 9	Flash 9
Action Script Version	Action Script 3	Action Script 3	Action Script 3	Action Script 3
Tracking	3rd Party click tracking via click command URLs	3rd Party click tracking via click command URLs	3rd Party click tracking via click command URLs	3rd Party click tracking via click command URLs
Lead Time	3 business days	3 business days	3 business days	3 business days

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B5Media Ad Specs

Creative Type / Placement	Pop-up	Pop-under	Interstitial	Peelback
Dimensions	250x250 or 300x250	720x300	750x425	100x100
Page Positioning	-	-	Between pages	Above the fold, top right
Expandable?	N	N	N	Y
Expand direction	-	-	-	down and left
Expanded Dimensions	-	-	-	500x500
Special Requirements	Frequency capped at 1 per user per day. Pop-up window should be labeled with the name of the Network/Advertiser and Publisher	Frequency capped at 1 per user per day. Pop-under window should be labeled with the name of the Network/Advertiser and Publisher	Must self terminate after 13 seconds unless a user is interacting with it. Must contain a "Skip Advertisement" control.	Can expand on roll over. Must retract on roll off.
Video	N	N	N	N
Audio	User-initiated only	User-initiated only	User-initiated only	User-initiated only
Accepts Rich Media?	Y	Y	Y	Y
Rich Media Vendors	All	All	All	All
Rich Media Billing	Agency	Agency	Agency	Agency
File Type	.swf / 3rd party	.swf / 3rd party	.swf / 3rd party	.swf / 3rd party
Max File Size - initial load	40k	40k	40k	40k
Max File Size - polite load	100k	100k	100k	100k
Max Animation Time	30 seconds	30 seconds	30 seconds	30 seconds
Max Loops	3	3	3	3
Flash Version	Flash 9	Flash 9	Flash 9	Flash 9
Action Script Version	Action Script 3	Action Script 3	Action Script 3	Action Script 3
Tracking	3rd Party click tracking via click command URLs	3rd Party click tracking via click command URLs	3rd Party click tracking via click command URLs	3rd Party click tracking via click command URLs
Lead Time	3 business days	3 business days	3 business days	3 business days

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B5Media Ad Specs

Creative Type / Placement	Reskin	Newsletter	Sponsored Post
Dimensions	1600x1000 or 250x250 (see special requirements)	300x250	146x104 image for Skybox; Other images can be up to 640 wide, no height limit
Page Positioning	Background	Above the fold, left	-
Expandable?	N	N	N
Expand direction	-	-	-
Expanded Dimensions	-	-	-
Special Requirements	Option 1: Full-page image: 1600 x 1000, Option 2: Tiled Background Image: 250x250 minimum (width and height can vary)	-	-
Video	N	N	Y Must contain stop, pause, play and audio control buttons
Audio	N	N	User-initiated only
Accepts Rich Media?	Y	N	N
Rich Media Vendors	All	-	-
Rich Media Billing	Agency	-	-
File Type	.swf / 3rd party	.jpg/.gif	5-7 copy points, .jpg/ .gif / .avi / .mov / .wmv / .mp4 / .flv
Max File Size - initial load	90k (full page), 40k (tiled)	40k	40k (images) 300MB (video)
Max File Size - polite load	100k	-	-
Max Animation Time	30 seconds	-	-
Max Loops	3	-	-
Flash Version	Flash 9	-	-
Action Script Version	Action Script 3	-	-
Tracking	3rd Party click tracking via click command URLs	3rd Party click tracking via click command URLs	3rd Party click tracking via click command URLs
Lead Time	3 business days	3 business days	5 business days

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B5Media Ad Specs

Creative Type / Placement	Featured Video	Social Media Promotion
Dimensions	490x365 (will be compressed for sidebar placement)	-
Page Positioning	Below the fold, right	-
Expandable?	N	N
Expand direction	-	-
Expanded Dimensions	-	-
Special Requirements	-	-
Video	Y Must contain stop, pause, play and audio control buttons	N
Audio	User-initiated only	N
Accepts Rich Media?	N	N
Rich Media Vendors	-	-
Rich Media Billing	-	-
File Type	.jpg/ .gif / .avi / .mov / .wmv / .mp4 / .flv / 3rd party	copy points & URLs
Max File Size - initial load	300MB	-
Max File Size - polite load	-	-
Max Animation Time	-	-
Max Loops	-	-
Flash Version	-	-
Action Script Version	-	-
Tracking	n/a	3rd Party click tracking via click command URLs
Lead Time	3 business days	3 business days

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