

# ad specs

Interactive Marketing Unit	Creative Size	File Size	Ad Resolution	Looping Restrictions	Rich Media
<b>Leaderboard</b>	728 x 90 pixels	30K	72 dpi	6 loops max	Yes
<b>Tile</b>	180 x 150 pixels	30K	72 dpi	6 loops max	Yes
<b>Skyscraper</b>	160 x 600 pixels	30K	72 dpi	6 loops max	Yes
<b>Medium Rectangle</b>	300 x 250 pixels	30K	72 dpi	6 loops max	Yes

Tile - 180 x 150 pixels

<b>Acceptable File Formats</b>	GIF, Animated GIF, JPEG, HTML, DHTML, Flash, Bluestreak, Shoshkeles™
<b>Lead Time</b>	All creative must be received ten days prior to scheduled start date
<b>Production Contact</b>	Please send materials to <a href="mailto:focus.production@meetingsmedia.com">focus.production@meetingsmedia.com</a> All advertisements are subject to Meetings Media approval
<b>Direct Upload</b>	Creative can also be uploaded directly at the following address: <a href="http://uploading.meetingsfocus.com/Internet">http://uploading.meetingsfocus.com/Internet</a> user name: SmmFTP password: Smm411
<b>Rich Media Requirements</b>	

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.

Unless otherwise stated, the physical size may not exceed 400 x 400 pixels.

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™ Eyebaster), the ad must close/end itself in 10 seconds, as well as provide a way to manually close/end it.

#### 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");
}
```

Leaderboard - 728 x 90 pixels

Medium Rectangle - 300 x 250 pixels

Skyscraper - 160 x 600 pixels

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