

Standard Ad Units								
Ad FORMAT	Format (WxH) (pixels)	Maximum Weight	Animation	Audio Specifications/ Limit	Type	third party servi	Turnaround time	
Full Banner	468 X 60	30 KB	Less than 20 sec	Allowed on user click only	JPG, Gif, Swf, Redirect	YES	3 days prior to launch date	
MegaLeaderboard / WideLeaderboard	728 X 90	30 KB	Less than 20 sec	Allowed on user click only	JPG, Gif, Swf, Redirect	YES	3 days prior to launch date	
Skyscraper / Skyscroll	120 X 600	30 KB	Less than 20 sec	Allowed on user click only	JPG, Gif, Swf, Redirect	YES	3 days prior to launch date	
Mid Search	686 x 85	30 KB	Less than 20 sec	Allowed on user click only	JPG, Gif, Swf, Redirect	YES	3 days prior to launch date	
Wide Skyscraper	160 X 600	30 KB	Less than 20 sec	Allowed on user click only	JPG, Gif, Swf, Redirect	YES	3 days prior to launch date	
Rectangle	300 X 250	30 KB	Less than 20 sec	Allowed on user click only	JPG, Gif, Swf, Redirect	YES	3 days prior to launch date	
Wallpaper	Full Screen wrap around 1120 x 1024 px	150KB (Max size)	/	/	JPG, Gif, Swf, Redirect No expandables	YES	3 days prior to launch date	
Masthead	940 x 200	150KB (Max size)	Less than 20 sec	Allowed on user click only	JPG, Gif, Swf, Redirect	YES	3 days prior to launch date	
Panel (Used Cars Make)	180 x 190	30 KB	Less than 20 sec	Allowed on user click only	JPG, Gif, Swf, Redirect	YES	3 days prior to launch date	
Panel (Advert Detail)	195 x 90 or 400 x 90	30 KB	Less than 20 sec	Allowed on user click only	JPG, Gif, Swf, Redirect	YES	3 days prior to launch date	
Panel (Advert Detail)	200 x 90	30 KB	Less than 20 sec	Allowed on user click only	JPG, Gif, Swf, Redirect	YES	3 days prior to launch date	
Mobile (Iphone)	300 x 50	30 KB	No Animated Image	/	JPG, Gif, Png	/	4 days prior to launch date	
Ipad	703 x 80	30 KB	No Animated Image	/	JPG, Gif, Png	/	4 days prior to launch date	

Expandable Ad Units								
Ad FORMAT	Default Format - Expanded For	Default weight	Expanded Weight	Animation	Audio Specifications/ Limit	Third party serving	Video	Turnaround time
Expanding Leaderboard	728 x 90 728x300	50 KB	100KB	Less than 20 sec	Allowed on user click only	Redirect Only	2.2mb Streaming	3 days prior to launch date
Expanding MP	300 x 250 300x600	50 KB	100KB	Less than 20 sec	Allowed on user click only	Redirect Only	2.2mb Streaming	3 days prior to launch date

Streaming Video								
Ad FORMAT	Format (W x H) (pixels)	Maximum Weight	Animation	Audio Specifications/ Limit	Third party serving	Video	Turnaround time	
Full Banner	468 x 60	30 KB	Less than 20 sec	Allowed on user click only	Redirect Only	ng, Sound OFF	(3 days prior to launch date	
MegaLeaderboard / WideLeaderboard	728 x 90	30 KB	Less than 20 sec	Allowed on user click only	Redirect Only	ng, Sound OFF	(3 days prior to launch date	
Skyscraper / Skyscroll	120 x 600	30 KB	Less than 20 sec	Allowed on user click only	Redirect Only	ng, Sound OFF	(3 days prior to launch date	
Wide Skyscraper	160 x 600	30 KB	Less than 20 sec	Allowed on user click only	Redirect Only	ng, Sound OFF	(3 days prior to launch date	
Rectangle	300 x 250	30 KB	Less than 20 sec	Allowed on user click only	Redirect Only	ng, Sound OFF	(3 days prior to launch date	

Flash Guidelines

as must include below Action Script click tracking function

```
CLICKTAG for Flash on (release)
{ getURL (_root.clickTAG, "_blank"); }
Export the creative with ACTION SCRIPT 2
and Version Minimum FLASH 8.
```

Additional Notes

- Ad expansion must be user-initiated
- Ad expansion or contraction functionality must be clearly visible to the user.
- The method of ad expansion and contraction must be the same (e.g. rollover or click)
- Close on roll off or must have [x] or "close [x]" on upper right corner of ad.
- Very effective formats as the expands are creative and interactive at the same time.
- User-initiated expandable ads is the key (mouse over for example).
- If audio is used, creative must include an On/Off switch for users.
- If video is used, creative must include Sound On/Off for users.
- y - Keep animation smooth and fluid, using slow motion and gentle fades. Fast and abrupt motion is highly irritating.
- Avoid experiences that 'break through' the page or abuse the content.
- as require an FSCommand or ClickTAG (clickTAG or clickTag format only) to be embedded in the file
- Click destination URL must open a into new browser
- (including back up images) should have a border if their colour tone is not well contrasted with the background of the page
- inner may only feature one single advertiser; advertising multiple advertisers on the same banner is not allowed
- Must contain Play/Pause control button that is clearly visible.
- Must contain Sound On/Off control button that is clearly visible.
- Must allow user to click through to a URL.