



Standard Units:

Creative Size	gif / jpg file size	Rich media file size	Polite file size (additional loads)	Expansion dimensions	Expansion direction	Animation time	Looping
728x90	20k	40K	75k	728x315	down	10 Seconds	3 Loops
300x250	20k	40K	75k	560x300	left	10 Seconds	3 Loops
160x600	20k	40K	75k	460x600	left	10 Seconds	3 Loops

Expandable Units (inside Standard Units):

- Expansion allowed on mouse over or click
- Expansion hotspots cannot exceed 50% of total ad space
- Audio: user initiated only
- Video: host or user initiated
- A visible close button is required on all expanded panels
- Maximum 5 Panels

Audio/Video Specifications

- Audio is user initiated on mouse click
- A visible mute button is required
- Video can be either host or user initiated and must include play/pause/stop buttons

Flash Units

- Frames per Second (FPS) must not exceed 18
- Publish Flash ads as Flash 7 and provide default GIF/JPEG
- CPU Usage: avoid weighty mathematical computations and large FPS that will tax a user's CPU

Pre Roll Video

- Pixels: 320x240
- Max. File Size: 1MB
- Animation: 15 seconds max .flv (4:3 Aspect Ratio).
- Submit .FLV file to the following specification
 - Video length – sold as :15 units
 - Frame rate – same as source or ½ of source (15 – 30 fps)
 - Video Data Rate – 352kbps
 - Audio Data Rate – 48kbps
 - Total Data Rate – 400kbps
 - Keyframe – every 30 – 60 frames (2 seconds)
 - File format required – FLV, Flash 7
 - It is recommended to crop to TV-Safe Area and de-interlace
 - Video Ad is clickable, please supply a click-thru URL
 - Video should not include a leader

Slider Units

Creative Specifications

- Dimensions: Maximum Expanded and Collapsed Width: 940 pixels
- Maximum Expanded Height: 300 pixels
- Maximum Collapsed Height: 30 pixels
- Maximum File Size: 100KB
- Maximum Expand Time: 7 seconds (auto or user-initiated)
- Maximum Movie Animation: 20 frames per second
- Supported Media Types: Images, Macromedia MX Video and Flash Version 7+
- Special Requirements: Creative must include a visible “collapse” or “close ad” button

Floating Ads

- Max File size 40k
- Maximum 15 seconds display time
- User initiated Audio
- Host Initiated
- Dimensions: 300x300
- Visible Close Button
- Creative cannot pause over any content, ad or functionality for more than one second
- Creative must retract into a permanent in-page ad unit

Intracommercial/Interstitial/Welcome Mat

The Intracommercial/Interstitial serves a fully-captivating commercial message prior to viewing page content. It will display for a specified period of time and allow users to close the introductory message at any time.

Creative Specifications

<u>Ad Dimensions:</u>	Maximum Ad Width: 640 pixels Maximum Ad Height: 480 pixels
<u>Maximum File Size:</u>	80KB Initial Load – 160 KB Additional Polite Download
<u>Maximum Display Time:</u>	10 seconds
<u>Maximum Movie Animation:</u>	18 frames per second
<u>Audio:</u>	User Initiated on Click
<u>Supported Media Types:</u>	Images, Macromedia MX Video and Flash Version 7+

Mobile

- Dimensions – 120x20
- Max. File Size - 1K
- 16 Colors

Ad Creative Policy

- quadrantONE has final approval for all ads with respect to editorial/creative content
- quadrantONE reserves the right to remove an advertisement from its web sites at any time for any reason
- quadrantONE maintains a 5 business day turnaround time on all campaign requests