

ALL Display Banner Ads

Diskspace size (180K or smaller)

Size: 468 × 60 Banner (width x height)

Banner Ads - No Animation

Format: JPEG, JPG, PNG & GIF

Banner Ads - with Animation

Animation - GIF (preferred)

Animation - Flash SWF

Animation length must be 30 seconds or shorter

Animations can be looped

Animated GIF ads must be 5 fps or slower

Ads must use the entire space of the ad size selected,

cannot appear sideways or upside down, cannot be segmented or appear to be more than one ad.

Ad images must be clear, recognizable and with legible text (no blurry images).

Ads cannot be strobing, flashing or distracting - and cannot mimic publisher content or layout.

Image ads and the content they point to must be "family safe."