

Digital Specifications

Website	e-Newsletter
Banner Dimensions	
<ul style="list-style-type: none"> • 640 x 480 (Welcome Ad) • 728 x 90 • 300 x 50 • 300 x 250 	<ul style="list-style-type: none"> • 468x60 • 300x50 • 320x50
File Specs	
<p>Static File size: 40k Welcome Ad: 80k Looping limitation: max 3 Animation: max 20 sec Welcome Ad animation: max 15 sec Welcome Ad looping: max 1</p> <p>Flash See Flash Banner Requirements</p>	<p>Static File size: 40k Animation: max 20 sec (not recommended) Looping limitation: max 3</p> <p>No Flash</p>
Creative Formats	
<ul style="list-style-type: none"> • GIF • animated GIF <ul style="list-style-type: none"> - 640x480 15 sec max - all others 20 sec max • JPG • SWF (See Flash Banner Requirements) • HTML 5-Third party only • Third-party accepted with iFrame tags • NO 1x1 tracking pixels • NO Rich Media <p>Flash Banner Requirements Please provide a static GIF or JPG banner for backup (in addition to the Flash banner) if you are NOT using third-party tags.</p> <ul style="list-style-type: none"> • Maximum file size: 60k • Looping limitation: 3 max • Animation in seconds: 20 max • Third-party accepted <p>The ONLY ClickTag embedded in the Flash banner should be an invisible button covering the banner, with the following Action Script to control it:</p> <pre>on(release) { getURL(clickTAG,"_blank") }</pre> <p>Audio must be user-initiated on click.</p>	<ul style="list-style-type: none"> • GIF • animated GIF - 20 sec max (animation not recommended) • JPG • Third-party tracking for clicks only • NO 1x1 tracking pixels • NO Rich Media; NO Flash

Send Digital Materials to:
 Georgia Langner
 onlineads@lrp.com

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