

# Online Advertising Specifications



## AD SIZES

- **Leader board** - 728 x 90 pixels
- **Content Ad** - 300 x 250 pixels
- **Skyscraper (large)** - 120 x 600 pixels
- **Skyscraper (medium)** - 120 x 300 pixels
- **Video Player** - 240 x 60 / 120 x 60 pixels
- **Button** - 120 x 60 pixels
- **Bottom Banner** - 468 x 60 pixels

## FILE SIZE

All ads should be 25K or less

## FILE FORMATS

We accept GIF, JPEG, SWF (Flash).  
Please save files in RGB and not CMYK.

## ANIMATION

No more than 4 seconds, with no more than 3 loops.

## TARGET URLS

All supplied URLs must be active when submitted.

## THIRD PARTY TRACKING

To implement any additional ad tracking, tags must be sent with creative one week prior to go-live.

## DUE DATE

All art and links due Thursday before start of schedule.

**Access Intelligence**  
4 Choke Cherry Road, 2nd floor  
Rockville, MD 20850

The screenshot shows the CABLE360.NET website with several ad placements highlighted in grey boxes:

- Leader Board** (728 x 90): Located at the top of the main content area.
- Skyscraper (large)** (120 x 600): Located on the right side of the page, next to the main content.
- Skyscraper (medium)** (120 x 300): Located on the right side of the page, below the large skyscraper.
- Content Ad** (300 x 250): Located in the middle of the main content area, below the video player.
- Video Player** (240 x 60 / 120 x 60): Located in the middle of the main content area, below the content ad.
- Bottom Banner** (468 x 60): Located at the bottom of the page, above the footer.
- Button** (120 x 60): Located at the bottom of the page, to the right of the bottom banner.

The website content includes sections for 'Today's Top Stories', 'New World Explorers', 'Business', 'Programming', 'Technology', and 'Competition'. There is also a 'CABLE360.NET POLL' section at the bottom right.

**PLEASE EMAIL ALL ARTWORK AND LINK TO:**

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