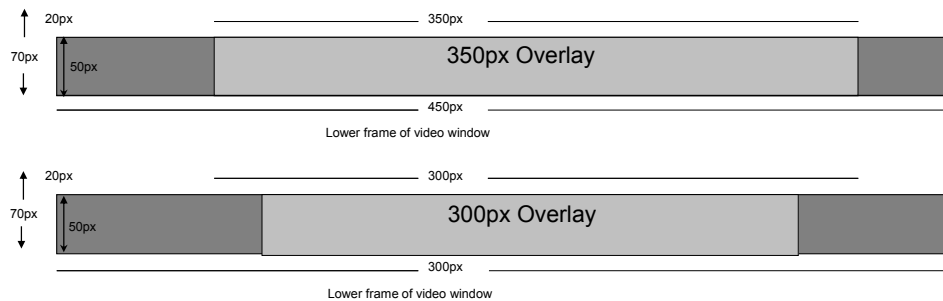




## Interactive Overlay Specs

Interactive Overlay											Trafficking			
Size	File Type	Flash Version	Frame Rate	Max File Size	Opacity	Scaling	Audio	Duration	Animations	Implementation Lead-time	3rd Party Serving	3rd Party Tracking	Tags	Delivery Deadline
350x50; with 20 px, bleed area*	SWF/JPEG or PNG	8+	25	100k	Text and Image can be 100% but background is max 70%	No, always centered	No	:15s	10 second window starting at the beginning of the ad; max within 70 px height	15 days	No	Yes	Standard tag (href and img source) or 1x1 + asset	5 Days
300x50; with 20 px, bleed area*	SWF/JPEG or PNG	8+	25	100k	Text and Image can be 100% but background is max 70%	No, always centered	No	:15s	10 second window starting at the beginning of the ad; max within 70 px height	15 days	No	Yes	Standard tag (href and img source) or 1x1 + asset	5 Days

\* In regards to animation, 20 additional vertical pixels can be used in order to enhance the ad message.



- Notes:**
- Note: Overlay dimensions varies by publisher
  - When a user clicks on an overlay it can launch a video/Flash window or take users to the advertisers site (launch a browser).
  - Call to action should be communicated clearly on ad, i.e. "Watch Video" or Visit site."