

Banner Ad Standards

- Creative cannot exceed file size limits. File limit strictly adhered to.
- Ads must have a distinct border or background color.
- Client must be clearly identified in the ad.
- The landing page must match the offer made in the ad.
- Terms and conditions of an offer must be accessible from landing page.
- Expandable ads: After page load, Expandable ads can only be triggered by mouse over/mouse off or click open/click close.
- Sliding Billboard ads: On page load, Sliding Billboard ads automatically slide down over content of website.
- Pushdown Billboard ads: On page load, Pushdown Billboard ads automatically slide down, and content of website is moved down.

The following categories require additional policy review and approval: Alcohol, promotions/sweepstakes, political, religious, gambling, adult entertainment, tobacco products, ads which collect data and pharmaceuticals.

728 x 90 Leaderboard



- **40k max for Flash**
- **30k max for GIF/JPEG**
- Can be static image, Flash, or Rich Media (Floating Elements, Expandable or Sliding Billboard).
- Animation/looping: up to 15 seconds. Can begin again on mouseover.
- Video may be used in expansion panel, 30 seconds max.
- Audio allowed on click or mouse-over, 15-30 seconds max.
- Expandable banners: Hot spot area should be no more than 25% of ad. Close button must be easily visible.

300 x 250 Display/Pillow (Large Rectangle)



- **40k max for Flash**
- **30k max for GIF/JPEG**
- Can be static image, animated GIF, Flash, or Rich Media (Floating Elements or Expandable).
- Animation/looping: up to 15 seconds. Can begin again on mouseover.
- Expandable banners: Hot spot area should be no more than 25% of ad. Close button must be easily visible.
- Video may be used in banner or expansion panel, 30 seconds max.
- Audio allowed on click or mouse-over, 15-30 seconds max.

160 x 600 Skyscraper



- **40k max for Flash**
- **30k max for GIF/JPEG**
- Can be static image, Flash, or Rich Media (Floating Elements or Expandable).
- Animation/looping: up to 15 seconds. Can begin again on mouseover.
- Expandable banners: Hot spot area should be no more than 25% of ad. Close button must be easily visible.
- Video may be used in banner or expansion panel, 30 seconds max.
- Audio allowed on click or mouse-over, 15-30 seconds max.

Alternate size: Can also be 120 x 600.

990 x 30 Pencil



- **40k max for Flash**
- **30k max for GIF/JPEG**
- Can be static image, animated GIF, Flash, or Rich Media (Floating Elements, Expandable or Sliding Billboard).
- Animation/looping: up to 15 seconds. Can begin again on mouseover.
- Video may be used in expansion panel, 30 seconds max.
- Audio allowed on click or mouse-over, 15-30 seconds max.
- Expandable banners: Hot spot area should be no more than 25% of ad. Close button must be easily visible.
- Sliding & Pushdown Billboard banners: Expansion panel slides down for 8 seconds max. Close button must be easily visible.

234 x 60 Banner Ad



- 40k max for Flash
- 30k max for GIF/JPEG
- Can be static image, animated GIF, Flash, or Rich Media (Expandable).
- Animation/looping: up to 15 seconds. Can begin again on mouseover.
- Expandable banners: Hot spot area should be no more than 25% of ad. Close button must be easily visible.
- Video may be used in expansion panel, 30 seconds max.
- Audio allowed on click or mouse-over, 15-30 seconds max.

425 x 600 Monster Yahoo! site only



- 40k max for Flash
- 30k max for GIF/JPEG
- Can be static image, Flash, or Rich Media (Floating Elements).
- Animation/looping: up to 15 seconds. Can begin again on mouseover.
- Expandable banners: Hot spot area should be no more than 25% of ad. Close button must be easily visible.
- Video may be used in banner or expansion panel, 30 seconds max.
- Audio allowed on click or mouse-over, 15-30 seconds max.

Floating Ad



Floating Element

- 40k max
- Dimensions: 200 x 200
- All Floating ads must be animated with Flash & must be linked to an In-page Companion Banner (see below).
- Floating element may animate/loop up to 8 seconds.
- Floating ad must take the shape of object it represents. No square objects.
- Floating element must move across the screen, pausing no more than 1 second.
- Frequency cap (how often ad is viewable): 1 per user per 24 hours.
- Audio allowed on click only.
- Close button must be easily visible.

In-Page Companion Banner

- Dimensions: Your choice
- 40k max for Flash, 30k max for GIF/JPEG
- Can be static image, animated GIF or Flash.
- Animation/looping: up to 15 seconds. Can begin again on mouseover.
- Video may be used in banner or expansion panel, 30 seconds max.
- Audio allowed on click or mouse-over, 15-30 seconds max.

Peel Back Ad



Corner Peel Teaser

- 15k max
- Dimensions: 100 x 100 or 170 x 170
- Can be static image or Flash
- Corner Peel may animate/loop up to 15 seconds.
- No video or audio permitted.
- Frequency cap (how often ad is viewable): 1 per user per 24 hours.

Full Page Peel Back

- Dimensions: 800 x 600
- 100k max
- Animation/looping: up to 15 seconds.
- Video may be used, 30 seconds max.
- Audio allowed on click only, 15-30 seconds max.
- Frequency cap (how often ad is viewable): 1 per user per 24 hours.
- Close button must be easily visible.