

Banner Ad Options

- The below list outlines all banner ads and their various options that may be sold.
- Full Specifications on floating, rollover, sliding, pushdown and other effects seen in banners must use the following standards.
- Limits including frequency caps and animation loops are also outlined below.
- Be sure to note which banner option(s) you require on your Production Order to Creative Services.
- This documentation accompanies Banner Ad Standards documentation, which provides additional information on general standards.
- Yahoo! reserves the right to request additional changes to submitted ads, or to reject any ad unit in its sole discretion.

Leaderboard banner - 728x90 File size limit: 40k for Flash, 30k for GIF/JPEG

Options:

1. **Normal** – does not expand, can be static image or Flash
2. **Expandable** – (can be static or animated) Expansion panel expands out of banner on mouseover. Expansion panel lays over content of website. *File size limit for expansion panel: 60k; Max # of panels:4; Full expanded banner size: 728x300.*

Display/Pillow banner - 300x250 (Large Rectangle) File size limit: 40k for Flash, 30k for GIF/JPEG

Options:

1. **Normal** – does not expand, can be static image, animated GIF or Flash
2. **Expandable** – (can be static or animated) Expansion panel expands out of banner (to the left or right) on mouseover. Expansion panel lays over content of website. *File size limit for expansion panel: 60k; Max # of panels:4; Full expanded banner size: 600x250*

Skyscraper banner - 160x600 or 120 x 600 File size limit: 40k for Flash, 30k for GIF/JPEG

Options:

1. **Normal** – does not expand, can be static image or Flash
2. **Expandable** – (can be static or animated) Expansion panel expands out of banner on mouseover. Expansion panel lays over content of website. *File size limit for expansion panel: 60k; Max # of panels:4; Full expanded banner size: 320x600*

Pencil banner - 990x30 File size limit: 40k for Flash, 30k for GIF/JPEG

Options:

1. **Normal** – does not expand, can be static image, animated GIF or Flash
2. **Expandable** – (can be static or animated) Expansion panel expands out of banner on mouseover. Expansion panel lays over content of website. *File size limit for expansion panel: 60k; Max # of panels:4; Full expanded banner size: 990x300*
3. **Sliding Billboard** – Expansion panel automatically slides down out of banner on page load for up to 8 seconds, over content of website. Frequency cap: 1 per user per 24 hours. After initial view, expansion panel can only be triggered by mouse over or click. *File size limit for expansion panel: 60k; Max # of panels:4; Full expanded banner size: 990x300*
4. **Pushdown Billboard** – Expansion panel automatically slides down out of banner on page load for up to 8 seconds, while content of website is moved down. Frequency cap: 1 per user per 24 hours. After initial view, expansion panel can only be triggered by mouse over or click. *File size limit for expansion panel: 60k; Max # of panels:4; Full expanded banner size: 990x300*

234x60 Banner Ad File size limit: 40k for Flash, 30k for GIF/JPEG

Options:

1. **Normal** – does not expand, can be static image, animated GIF or Flash
 2. **Expandable** – (can be static or animated) Expansion panel expands out of banner on mouseover. Expansion panel lays over content of website. *File size limit for expansion panel: 60k; Max # of panels:4; Full expanded banner size: 234x200*
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Monster banner - 425x600 Yahoo! site only. File size limit: 40k for Flash, 30k for GIF/JPEG

Options:

Normal – does not expand, can be static image or Flash

Floating Ad (Must include In-page Companion Banner)

Options:

File size limit:
Floating: 40k for Flash;
Companion: 40k for Flash, 30k for GIF/JPEG

Floating Ad must be animated with Flash, not static – Floating Ad must take the shape of the object it represents. No square objects. It must move across the screen, pausing for no more than 1 second. Audio allowed on click only. Up to 8 seconds animation. Frequency cap: 1 per user per 24 hours. *Dimensions: 200x200.*

Companion Banner may be normal or expandable – Companion Banner can be any banner ad size. Up to 15 seconds animation. Must follow Normal or Expandable standards. *Video may be used in banner or expansion panel, 30 seconds max. Audio allowed on click or mouseover, 15-30 seconds max.*

Sticky Note Ad File size limit: 40k for Flash, 30k for GIF/JPEG

Options:

Sticky Note may be static or animated – Sticky Note automatically scrolls down over website content and appears in place for up to 8 seconds. If not clicked or closed, Sticky Note scrolls back up. Up to 8 seconds animation. Frequency cap: 1 per user per 24 hours. *Dimensions: 300x250.*

Peel Back Ad

Options:

File size limit:
Corner Peel Teaser: 15k;
Full Page Peel Back: 100k

Corner Peel Teaser may be static or animated – Up to 15 seconds animation. Frequency cap: 1 per user per 24 hours. *Dimensions: 100x100 or 170x170. No video or audio permitted.*

Full Page Peel Back may be static or animated – Up to 15 seconds animation. Frequency cap: 1 per user per 24 hours. *Dimensions: 800x600. Video may be used, 30 seconds max. Audio allowed on click or mouseover, 15-30 seconds max.*