

# Online

## 2010 Production Guidelines



| IAB Ad Units                 | Ad Size   | Maxium File Size | Acceptable Formats  |
|------------------------------|-----------|------------------|---|
| Micro Bar                    | 88 x 31   | 10K              | Static GIF or JPEG. No animation                          |
| Skyscraper                   | 120 x 600 | 40K              | Animated GIF, GIF, Static, JavaScript, HTML, JPEG, Flash* |
| Rectangle                    | 180 x 150 | 40K              | Animated GIF, GIF, Static, JavaScript, HTML, JPEG, Flash* |
| Full Banner                  | 468 x 60  | 40K              | Animated GIF, GIF, Static, JavaScript, HTML, JPEG, Flash* |
| Half Banner                  | 234 x 60  | 30K              | Animated GIF, GIF, Static, JavaScript, HTML, JPEG, Flash* |
| Large Rectangle<br>Screen Ad | 336 x 280 | 40K              | Animated GIF, GIF, Static, JavaScript, HTML, JPEG, Flash* |
| Vertical Banner              | 120 x 240 | 30K              | Animated GIF, GIF, Static, JavaScript, HTML, JPEG, Flash* |
| Landing Screen               | 640 x 480 | 50K              | Animated GIF, GIF, Static, JavaScript, HTML, JPEG, Flash* |

Ad units should link to the advertiser's web site or a specific landing screen. Advertisers are encouraged to host their own landing screen for ease of revising the sales message or updating links.

### General guidelines and policies

- Not all ad units are available for all SRDS products.
- SRDS hosts all ad units.
- Ad units should include a link and an alternative text sentence of up to 10 words.
- New creative may be submitted once a month.

### Rich Media Guidelines

- Audio, video, expandable ads and landing screens **must be user initiated**.
- \* Flash files require additional JavaScript coding before submission to SRDS. Please call Gail Kuzuhara at 847.375.5171 before submitting Flash files.  
Flash not allowed in SRDS DirectNet or Today's New Lists.

### Delivery Instructions:

**Upload your materials to:** <http://advertising.srds.com>  
(Please do not use special characters in file name)

**From your server:** Send us the URL and we will pick up your creative from your Web server.

Mail: Zip or CD-Rom

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Materials post within five business days of receipt.