



Online 2012 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 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
Gail Kuzuhara
SRDS Production
1700 Higgins Road, 5th floor
Des Plaines, IL 60018-5610

Materials post within five business days of receipt.