

## Banner Advertising: Various Ad Sizes and Parameters

### Dimensions

- a. 450 W x 70 H pixels (appears after the first and second News Stories)
- b. 450 W x 125 H pixels (appears after the last News Story)
- c. 125 W x 125 H pixels (appears in the left sidebar)
- d. 125 W x 35 H pixels (appears in the left sidebar)
- e. 260 W x 260 W pixels (appears in the right sidebar)

### File Format

GIF, JPEG, PNG or SWF files may be used

### File Size

GIF / JPG / PNG: 30 Kb

Flash (SWF): 40 Kb

### Click Thru URL

A linking URL (click thru) must be submitted for each ad.

(please see below for important process for click thrus with flash)

### Flash

Advertiser must provide a .swf file

### Click Thru with Flash

All linking URLs must be embedded (hard-coded) in the .swf file. This may be done through the `getURL` command. Example:

```
on (release) {  
    getURL("http://www.google.com", "_blank");  
};
```

Please refer to the following instructions for further details:

<http://www.adobepress.com/articles/article.asp?p=426765&seqNum=6>