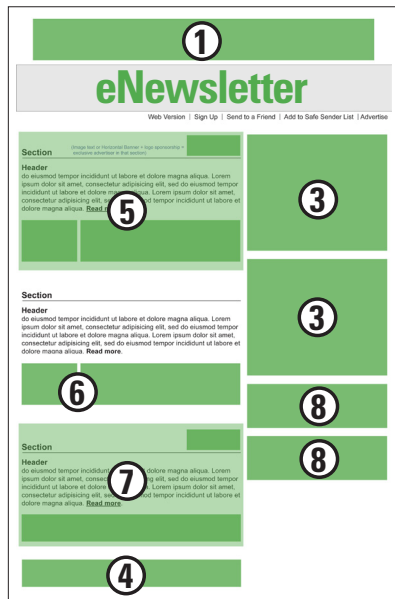
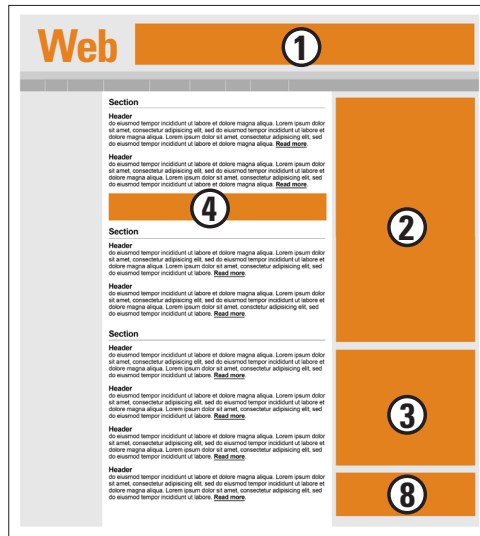


Banner Ad Sizes



① - Leaderboard
728x90

② - Half Page
300x600
(web only)

③ - Medium Rectangle
300x250

⑧ - 300:100
300x100
(for International only)

④ - Horizontal Banner
468x60

⑤ - Sponsored Image/Text (eNews only)

Sponsored Logo
160x45

Image
120x90

Text copy for Image/Text ads:
235 characters maximum, excluding spaces
(includes bold headline).

⑥ - Image/Text (eNews only) - Same as above w/out Sponsor Logo

⑦ - Sponsored Horizontal Banner (eNews only) -
Includes Horizontal banner (468 x 60) + Sponsor Logo (160 x 45)

eMedia Ad Guidelines/ Technical Specifications

Meister Media Worldwide generally follows Interactive Advertising Bureau (IAB) standards for display ads and rich media ads.

Static Banners

- File weight: up to 40k *maximum*
- File type: either JPEGs or GIFs

Animated

- File weight: up to 40k *maximum*
- Animated JPEGs and GIFs: both eNewsletters and websites
 - *Note:* Some email platforms do not support animation and instead display only an ad's first frame. Please ensure your first frame contains sufficient information to convey your ad's main message.
- Animation: up to 10 seconds. Can include multiple loops up to a total of 30 seconds (e.g., 10 seconds of animation x three loops).

Flash Animated

- Websites only (not eNewsletters)
- File weight: up to 60k *maximum*
- 18 frames per second (fps)
- Audio: user-initiated on click
- Only Accepts Action Script 2
- **Important:** Ad server code must be added to Flash files *prior* to sending to Meister to ensure measurement of clicks. A Flash ad must have the *exact code* below in the actions of any button that clicks to the URL or change the code in any way; retain the original .FLA file in case changes are needed. Code: on (release) {getURL (clickTAG, "_blank");}

Expandable/Retractable

- Websites only (not eNewsletters)
- Initial download weight 40k *maximum*; additional file weight (polite download) 80k *maximum*
- File sizes:
 - 728x90, expand *down* to 728x180
 - 300x250, expand *left* to 600x250
 - 300x600, expand *left* to 600x600
- Expansion: user-initiated. Control – "Close X" on edge of original unit
- Retraction: after 3 seconds if no user interaction

Questions and information about our services please call: 440-942-2000 or contact your sales rep.

