



Microsite Sponsorships

Topic Wrapper

728x90	30k max file size
300x600	30k max file size

Topic Sponsor

336x280 or 300x250	30k max file size
336x60	30k max file size

Topic Closer

160x600 or 728x90	30k max file size
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Sole Sponsor

(2) 728x90	30k max file size
336x280 or 300x250	30k max file size
336x60	30k max file size
336x850	30k max file size
160x600	30k max file size

Click-thru URL for all banners

Acceptable Files

GIF or JPG files (includes animated GIF files)

Rich media files

Flash files (no lower than **Flash Player version 7**)

- When submitting flash files, please be sure to implement the following click tag variable in place of the click URL:

```
on (release) {
    getURL(clickTAG,"_blank");
}
```

- A standard GIF or JPG ad must be submitted with any rich media ad (for when a user does not accept to display rich media ads).

Third-party ad serving

- We accept third-party ad serving, but impressions are counted and invoices are issued based on our ad serving system, Accipiter AdManager. 15-20% impression tracking discrepancy is expected. All formats will be considered and require extra processing time for testing and implementation. If possible please submit a test ad for third-party ad shown or not shown on the list below.
- When submitting third-party tags, please send both Javascript and I-frame tags and Online Production will implement the correct set of tags for the sponsored site.

Atlas DMT	DHTML	Flash	PointRoll
Bluestreak	Enliven	KlipMart	Real
DARTMOTIF	Eyeblaster	Mediaplex	Shoskeles

Click-thru URL

Advertisers are responsible for maintaining a working URL. Click rates are not guaranteed.

All creative is due 5 business days prior to launch. Please submit materials to:

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