

Please note some of the below ad formats are not available on all sites. For further info, please consult your Account Manager

Standard Display Ads	Dimensions	Format	File Size
Leaderboard	728(w) x 90(h)	Flash, GIF/JPEG	40KB
Banner	468(w) x 60(h)	Flash, GIF/JPEG	40KB
Medium Rectangle	300(w) x 250(h)	Flash, GIF/JPEG	40KB
Half Page	300(w) x 600(h)	Flash, GIF/JPEG	40KB
Wide Skyscraper	160(w) x (600(h)	Flash, GIF/JPEG	40KB

Expandable Ad Formats	Dimensions	Format	File Size
Expandable Skyscraper	728(w) x (90(h) to 728(w) x 180(h)	Flash, GIF/JPEG	40KB
Expandable MREC	300(w) x 250(h) to 600(w) x 250(h)	Flash, GIF/JPEG	40KB
Expandable Skyscraper	160(w) x 600(h) to 320(w) x 600(h)	Flash, GIF/JPEG	40KB

Rich Media Ads	Dimensions	Format	File Size
Gutters	By Site	Flash, GIF/JPEG	40KB
Pushdown Ad	1000(w) x 300(h), 1000(w) x 40(h)	Flash, GIF/JPEG	40KB
Sidekick	1000(w) x 800(h)	Flash, GIF/JPEG	100KB
Peel Back	450(w) x 450(h)	Flash, GIF/JPEG	100KB
OTP	500(w) x 500(h)	Flash, GIF/JPEG	100KB
Full Page Video	By Site	Flash, GIF/JPEG	POA
Re-Skin	By Site	Flash, GIF/JPEG	POA

Video Ad Formats	Details	Format	File Size
Streaming MREC	15-30 seconds	Flash, GIF/JPEG	40KB
Pre-Roll (Post, Mid)	15 seconds	Flash, GIF/JPEG	POA
EbTV	15-30 seconds	MCN to produce	1MB (15s), 3MB (30s)

Other	Dimensions	Format	File Size
Fox Sports News In a Minute	BTYB logo (110x40), (728x90), and either a 4 second billboard or 15 sec pre-roll		

Mobile Advertising	Dimensions	Format	File Size
POA			

eNewsletters	Dimensions	Format	File Size
Featured Article	By Site		POA
Solus Email	By Site		POA

Habbo			
Integration	Dimensions	Format	File Size
Partner Button	160(w) X 110(h)	GIF/JPEG	25KB
Billboard	200(w) x 180(h) OR 160(w) x 140(h)	GIF/JPEG	50KB
Homepage Background	1264(w) x 2720(h)	GIF/JPEG	300KB
Sponsored Room			POA
Branded Environment			POA
Group Page			POA
Interstitial			POA
Poll Question			POA
Habbo In-Game Quest			POA
Mini mail or Email			POA