

# Online Mechanical Specifications

## Display Ads

| Ad Unit               | Size      | File Size |
|-----------------------|-----------|-----------|
| Leaderboard           | 728 X 90  | 39K       |
| Micro Banner          | 360 X 60  | 39K       |
| Skyscraper            | 160 X 800 | 50K       |
| Extra Wide Skyscraper | 336 X 848 | 50K       |
| Rectangle             | 300 X 250 | 39K       |

## File Requirements

### Digital-Ready Advertising (Animated and Static)

- Must be submitted five business days prior to campaign launch date.
- Must be submitted with all native files, including fonts.
- Accepted media includes gif, jpeg, swf
- A one pixel border is required around ads with no background color.

### Animated File Requirements

- Flash Files must be exported as V.9 or lower.
- 15 Seconds, 3X Loop Maximum
- Jpeg/Gif files must accompany swf/flash files for each ad unit size for non-flash users.
- Flash Files must have this exact click tag embedded in the button for tracking click-throughs:

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

The variable name must be spelled out "clickTag" (case sensitive depending on flash version; no spaces). The click tag "button" layer should remain the top layer on all flash files.

**Rich Media:** All rich media units require prior approval and testing (5 days from receipt of creative). Premiums may apply for rich media.

Multiple Ads: Maximum 2 files per ad unit.  
Additional files will incur a fee.

Third party ads and verification accepted.

## E-Newsletters

| Ad Unit | Size      |
|---------|-----------|
| Tower   | 160 X 600 |
| Tower   | 160 X 300 |
| Tile    | 160 X 160 |

## File Requirements

- File Type: GIF or JPEG
- File Size: 200KB max
- Resolution: 72 dpi
- No animation, static only
- Indicate URL with materials

## Send All Digital Ready Materials to:

Josh Allen

jallen@mspcommunications.com | 612.336.9251

*Note: All files submitted after the scheduled due date will be subject to a late fee and are not guaranteed to post on time.*

## In House Production Available

Ad materials including concept, copy, and url are due ten business days prior to campaign launch date  
Call Josh Allen at 612.336.9251 for more information.