



Sponsorship Advertising Specifications

All sponsorship products are built and served by Bebo. Advertiser must supply Logo & Product images/artwork.

Product	Creative Assets / Specs	Targeting	Notes	SLA
Featured Sponsored Profile	Profile Skin, Photos, Copy	User Profiles	Built and served by Bebo. Advertiser must supply Logo & Product images/artwork. For details - http://bebo.com/StaticPage.jsp?StaticPageId=3532928829	3 business days
Featured Profile Skin	<ol style="list-style-type: none"> 1. Navigation Background: 760x40 pixels, 10KB 2. Main Background: 760x375 pixels, 40KB 3. Main Footer: 11x15 pixels, 1KB 4. Main Icon: 20x20 pixels, 1KB 5. Module Header: 375x44 pixels, 10KB 6. Module Background: 375x50 pixels, 10KB 7. Module Line: 32x3 p 	User Profiles	http://www.bebo.com/SkinSpecification.jsp	3 business days
Featured Message Skin	<ol style="list-style-type: none"> 1. Header: 572x70 pixels, 7KB 2. Body : 572x200 pixels, 12KB 	User E-mails	http://www.bebo.com/mail/SkinSpecification.jsp	3 business days
Featured Video (a.k.a Viral Video)	Advertiser must supply quicktime video.	Homepage, TV	Rotation on HomePage & Bebo TV. For details - http://bebo.com/StaticPage.jsp?StaticPageId=3532928829	3 business days
Featured Profile	Square, at least 90x90, Thumbnail is generated from profile photo.	User Profiles	Homepage rotation pending on demands. For details - http://bebo.com/StaticPage.jsp?StaticPageId=3532928829	3 business days
Featured Band	Profile Skin, Photos, Copy	Homepage, Bands Page	Built and served by Bebo. Advertiser must supply band profile, including graphical assets and licensed music. For details - http://bebo.com/StaticPage.jsp?StaticPageId=3532928829	3 business days

Advertising Products

Two images, one background color, one font color and one link color.

Product	Creative Assets / Specs	Targeting	Notes	SLA
Home Page Takeover	Header: 780x100 Footer: 780x40 Background Color Font Color Link Color	Homepage Only	Duration = 1 Day. Built and served by Bebo. Advertiser must supply graphical assets. For details - http://bebo.com/StaticPage.jsp?StaticPageId=3532928829	3 business days
Spotlight	300x(100-250), Must be plain HTML adhering to bebo styles with one image.	Homepage, Bands Page, Schools and Colleges.		3 business days
Road Block Homepage	300x250, 20k for gif/jpeg, 30k for flash	Homepage Only		2 business days