



# The Amped News Network

2006 Media Kit

*GAME ON*



# Ad specifications

The Amped News Network 2006 Media Kit

## Amplified Rotator Presentation/Sponsorship

### Technical Specifications

Width: Up to 400  
Height: 33  
Max. size: N/A  
Animation: no  
Locations: Home page of each site  
CPM: \$9  
Notes: This spot entails logo placement within the Amplified Rotator. Implementation will be taken care of in-house, utilizing supplied creative.

## Rectangle (300x250)

### Technical Specifications

Width: 300  
Height: 250  
Max. size: 74Kbytes  
Animation: Yes, 4 loop maximum  
Locations: All pages except video player  
CPM: \$10

## Content Central (625x150)

### Technical Specifications

Width: 625  
Height: 150  
Max. size: 100Kbytes  
Animation: Yes, 4 loop maximum  
Locations: Home page on each site  
CPM: \$16

The screenshot displays the Amped News Network website interface. At the top, there is a navigation bar with links for 'ESPORTS', 'IGO', 'MODS', 'MYAMPED', and 'FORUMS'. A search bar is located on the right side. The main content area features a large banner for 'Killzone 2 unleashed on eSports' with a 'GAMESENTRY' logo. Below the banner, there are several article teasers, including 'Top Stories' and 'Broadcasting Now'. A large red-bordered rectangle is overlaid on the page, indicating a 300x250 ad space. Another red-bordered rectangle is overlaid on the page, indicating a 625x150 Content Central ad space. The website also includes a 'Featured Video' section and a 'Latest News' section.

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## FileBreak - Video

### Technical Specifications

Width: 480  
Height: 360  
Max. size: 2-4Mbytes  
Length: 15-30 seconds  
Locations: As user enters file queue  
CPM: \$20

## Interstitial (640x480)

### Technical Specifications

Width: 640  
Height: 480  
Max. size: 100Kbytes  
Animation: 1 loop maximum  
Locations: Between pages  
CPM: \$20

## Prestitial (640x480)

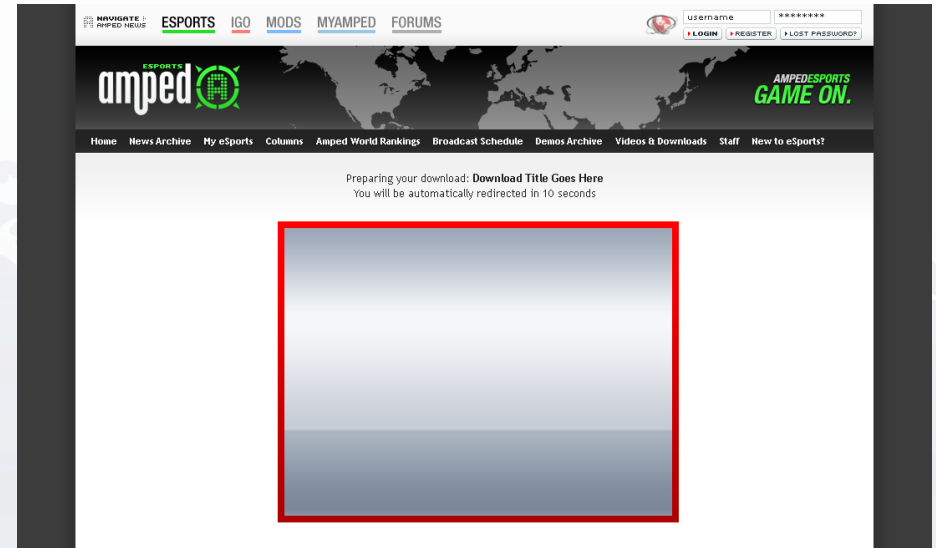
### Technical Specifications

Width: 640  
Height: 480  
Max. size: 100Kbytes  
Animation: 1 loop maximum  
Locations: Before entering site  
CPM: \$24

## FileBreak – Interstitial

### Technical Specifications

Width: 640  
Height: 480  
Max. size: 100Kbytes  
Animation: 1 loop maximum - page holds for 10 seconds  
Locations: As user enters file queue  
CPM: \$20



# Video Ad specifications

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## Video Pre-Roll with Complimentary Rectangle

### Pre-Roll Technical Specifications

Max. Width: 480  
Max. Height: 360px  
Max. Size: 2-4 Mbytes  
Length: 15-30 seconds  
Location: Video Player. Plays before video clips

### Rectangle Technical Specifications

Width: 300  
Height: 250  
Max. size: 74Kbytes  
Animation: Yes, 4 loop maximum  
Locations: Video Player window  
CPM: \$20

