The Amped News Network

2006 Media Kit

GAME ON

WIREDLABS
DEFINING GAMING ENTERTAINMENT

Ad specifications

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.

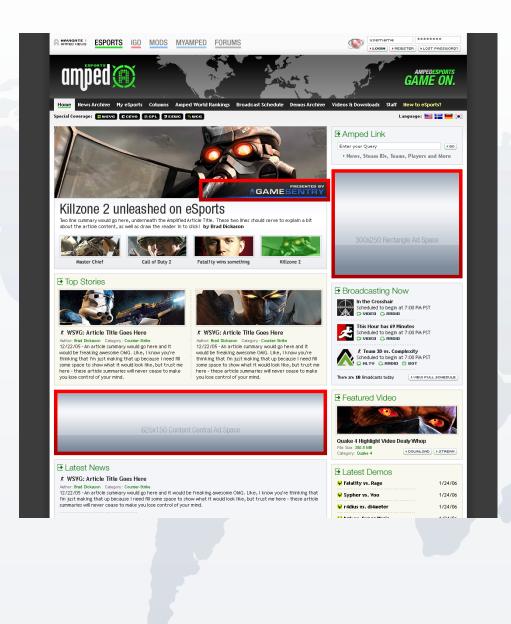## Rectangle (300x250)

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

Ad specifications
The Amped News Network 2006 Media Kit

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
The Amped News Network 2006 Media Kit

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

300x250 Rectangle Ad Space

Stopped