

Here are the detailed instructions for making the banners, **PLEASE FOLLOW CAREFULLY!**

Regular banners - Available sizes: 728x180, 728x90, 120x600, 300x250, 300x600, 180x90 (can be either Flash or image)

Technical requirements:

For Flash:

Maximum file weight: **35K**

Flash should be exported as version 9.0 or lower

The clickthrough URL must be a "clickTAG"

Please insert this code **System.security.allowDomain;** on every file under the **mainMovie**.

On the button that leads to the landing page please place the following code - in the **action layer**:

```
on (release) {  
getURL(_level0.clickTAG,"_blank")  
}
```

If you want to direct different buttons to different landing pages, please incorporate this code on the button: (url concatenation at the end of the clickTAG value:)

```
on (release) {  
getURL(_level0.clickTAG + "http://.....","_blank")  
}
```

For Image:

File type: **GIF/JPG/PNG**

Maximum file weight: **35k**

Maximum loop limit: **5**

Rich Media - Overlay banner

Available sizes: 750x450 (**Flash only**)

Technical requirements:

Maximum file weight: **75K**

Flash should be exported as version 9.0 or lower

The clickthrough URL must be a "clickTAG"

Please insert this code **System.security.allowDomain;** on every file under the **mainMovie**.

On the button that leads to the landing page please place the following code - in the **action layer**:

```
on (release) {  
getURL(_level0.clickTAG,"_blank")  
}
```

If you want to direct different buttons to different landing pages, please incorporate this code on the button: (url concatenation at the end of the clickTAG value:)

```
on (release) {  
getURL(_level0.clickTAG + "http://.....","_blank")  
}
```

Creative must be exported in one movie clip (one layer and one frame inside the SWF file).

Email Blast

Available sizes: 600x800 (HTML or Image) we are strongly recommended to use HTML format.

Technical requirements:

For HTML:

HTML with absolute link/s

Embedded images

For Image:

File Type: GIF/JPG/PNG

Maximum file weight: **100k**

Text Link

Header: Max 20 characters (**including spaces**)

Body: Max 72 characters (**including spaces**)

We cannot upload any banner who does not meet our exact instructions