DESKTOP WEB

| Dimensions | Friendly/Rising Star name | Initial file size | Polite file size | Rich media | Third Party Ad Served | Site Served .swf | Site served static image | Sidebar Compatible | Expandable | Expandable Direction | Border | HTML5 accepted | Flash Version | Frame Rate | Animation/ Looping | Wmode | Z-index | Accepted Vendors |
|---------------------------------|------------------------------------|----------------------|------------------|---------------|--------------------------|-----------------------------|--------------------------|-----------------------|------------|-------------------------|--------|----------------|------------------|---------------|-----------------------|-------|-----------|---------------------|
| 728x90 | Leaderboard | 50k | 100k | Yes | Yes | Yes | Yes | No | 2x | Down | 1px | Yes | 10.1 or under | 24 | Unlimited | 0 | 2,000,000 | All |
| 300x250 | Box Ad/Sidekick | 50k | 100k | Yes | Yes | Yes, except for sidekick | Yes | Yes | 2x | Auto detect | 1px | Yes | 10.1 or under | 24 | Unlimited | 0 | 1,000,000 | All |
| 300x600 | Half Page/Filmstrip | 50k | 100k | Yes | Yes | Yes, except for filmstrip | Yes | Yes | 2x | Auto detect | 1px | Yes | 10.1 or under | 24 | Unlimited | 0 | 1,000,000 | All |
| 300x250 | Box Ad/Sidekick (SIDEBAR) | 50k | 100k | Yes | Yes | Yes, except for sidekick | Yes | Yes | 2x | Auto detect | 1px | Yes | 10.1 or under | 24 | Unlimited | 0 | 3,000,000 | All |
| 300x600 | Half Page/Film- strip (SIDEBAR) | 50k | 100k | Yes | Yes | Yes, except for filmstrip | Yes | Yes | 2x | Auto detect | 1px | Yes | 10.1 or under | 24 | Unlimited | 0 | 3,000,000 | All |
| 300x1050 | Portrait Ad | 50k | 100k | Yes | Yes | No | Yes | Yes | n/a | n/a | 1px | Yes | n/a | n/a | Unlimited | 0 | 1,000,000 | All |
| 950x90 | Slider Ad | 50k | 100k | Yes | Yes | No | Yes | No | n/a | n/a | n/a | Yes | n/a | n/a | Unlimited | 0 | 1,000,000 | All |
| 640x480, 300x250, 300x600 | Interstitial/Pre-sti- tial | 100k | n/a | Yes | Yes | Yes | Yes | No | n/a | n/a | n/a | Yes | 10.1 or under | 24 | 30 seconds | 0 | 1,000,000 | All |

Standard turnaround time is three days upon receipt of creative.

Submitted creative is subject to approval by Haymarket Media, Inc.

All DFA tags must be submitted as Internal Redirects with the exception of tracking pixels

Site served SWF must be flash version 10.1 or under and may not contain a hardcoded URL. Information on embedding the click tag within AS2 and AS3 can be found here: http://getclicktag.com/get-clicktag-code/

All audio must be user initiated (via click). Expandables must be "click to expand" or "roll to expand" with a 1sec delay. Any expanding or out of page media must have a clearly visible close button or "X"

HTML5 creative must be third party served

MOBILE WEB

| OF | 311 | F | Δ | P | D <u>S</u> |
|----|-----|---|---|---|------------|

| EMAIL | |
|--------------------|--|
| NEWSLETTERS | |

| Dimensions | Friendly/Rising Star name | File Size | Rich media | Third Party Ad Served | Site served static image | HTML5 accepted | Animation | Accepted Vendors | Flash Accepted |
|------------|---------------------------|-----------|------------|--------------------------|--------------------------|----------------|-----------|---------------------|-------------------|
| 728x90 | Leaderboard | 30k | Yes | Yes | Yes | Yes | Unlimited | All | No |
| 300x600 | Half Page | 30k | Yes | Yes | Yes | Yes | Unlimited | All | No |
| 300x250 | Box Ad | 30k | Yes | Yes | Yes | Yes | Unlimited | All | No |

| Dimensions | Friendly/Rising Star name | File Size | Rich media | Third Party Ad Served | Site served static image | HTML5 accepted | Animation | Accepted Vendors | Flash Accepted | Expandable |
|---------------------|---|-----------|------------|--------------------------|--------------------------|----------------|-----------|---------------------|-------------------|---------------|
| 728x90 - Tablet | Full Page Flex, Pull, Slider, Filmstrip | 30k | Yes | Yes | Yes | Yes | Unlimited | All | No | |
| 300x50 - Smartphone | Full Page Flex, Pull, Slider, Filmstrip | 30k | Yes | Yes | Yes | Yes | Unlimited | All | No | 320x480 (max) |

| Dimensions | Friendly name | File Size | Rich media | Third Party Ad Served | Site served static image | HTML5 accepted | Animation | Accepted Vendors | Flash Accepted |
|------------|---------------|-----------|------------|--------------------------|--------------------------|-------------------|-----------|---------------------|-------------------|
| 300x250 | Box Ad | 40k | No | Yes | Yes | No | Yes | All | No |
| 728x90 | Leaderboard | 40k | No | Yes | Yes | No | Yes | All | No |
| Text | n/a | n/a | No | Yes | n/a | n/a | n/a | n/a | n/a |

Animated gifs are permitted but only the first frame will display in many email clients. Please ensure the first frame has brand name and call to action.

For most third party ad servers sending over a noscript standard tag is acceptable.

DFA and Pointroll users must send over a 1x1 and click tracker.

Text ads can have a headline of 100 characters including spaces, plus body copy of 300 characters including spaces.