

All creative files/tags are due COB 3 business days prior to campaign start date
Submit all creative files/tags to: ads@therepublicanstandard.com
Please include ADVERTISER NAME and campaign start date in e-mail subject line

DIMENSIONS

- Leaderboard: XXX x YYY
- Rectangle: 300 x 250
- Featured Video: 425 x 335
- Half Page: 300 x 600
- Small Ad: 200 x 52

Site Hosted Specifications

Click-through URL must be supplied with all files.

Image Ads

File types accepted: JPEG, gif, and png

Animated GIFs accepted: yes

Max Animation: 30 seconds

Max Number of Loops: 3

Max File Size: 40k

Rich Media Ads

File types accepted: Flash (.swf)

Max Animation: 30 seconds

Max number of loops: 3

Max file size: 40k

Frames per second: 18-24

Audio: Must be user initiated with a click and include a mute/stop button

Please provide a backup image file for each swf.

3rd Party Hosted Specs

Complete redirect tags must be provided.

Max Animation: 30 seconds

Max number of loops: 3

Max file size: 40k

Frames per second: 18-24

Audio: Must be user initiated with a click and include a mute/stop button

In-Banner Video Units

Max file size: 40k

Max additional (polite) download: 1.2mb

Frames per second: 18

Audio: Must be user initiated with a click and include a mute/stop button

Expanding Units

Max file size: 40k

Max additional (polite) download: 1.2mb

Frames per second: 18

Audio: Must be user initiated with a click and include a mute/stop button

728x90: Must expand down; Max expanding size: 728x360

900x90: Must expand down; Max expanding size: 900x360

300x250: Must expand left; Max expanding size: 610x250

300x600: Must expand left; Max expanding size: 610x600

160x600: Must expand left; Max expanding size: 360x600

Pre-Roll Video Specifications

File Format: FLV

Dimensions: 480 x 360 (4:3 Standard) or 480 x 270 (16:9 Widescreen)

Flash Version: Flash 7/Flash 8

Video Length: 15 seconds

Frame Rate: same as source or 50% of source (15-30 fps)

Video Data Rate: 600kbps (recommended)

Audio Data Rate: 48kbps (recommended)

Total Data Rate: 648kbps (recommended)

3rd Party Serving: A single redirect (http:// or https:// path) to the FLV is permitted. Must contain the .flv extension in the creative return, Any other ad tags (JS, HTML, or IFRAME) are not supported within Flash environment.

E-Mail Alert Specifications

Ad Unit: 300 x 250

Image ads only; does not support rich media.

3rd party ads are accepted, but must be provided as simple http:// redirects.

Pop-Under Specifications

Acceptable dimensions: 720 x 300; 550 x 500

Max initial file size: 40k

Max additional (polite) download: 80k