

Online Ad Specs

Technical Specifications

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CAMPAIGN REQUIREMENTS:

1. ADVERTISER NAME:

(the name you would like the campaign booked under)

2. URL:

(the page the client would like the creative to link to)

3. AD GUIDELINES:

See table below

Please be aware that the guidelines above must be fulfilled in order to upload ads onto your requested site.

Ad Type	Pixel size	File size	File format
MPU	<i>300x250</i>	no more than 50kb	.gif or Flash file (.swf)
LEADERBOARD	<i>728x90</i>	no more than 35kb	.gif or Flash file (.swf)
SKYSCRAPER	<i>120x600</i>	no more than 35kb	.gif or Flash file (.swf)
SINGLE BUTTON	<i>120x60</i>	no more than 35kb	.gif or Flash file (.swf)
DOUBLE BUTTON	<i>120x130</i>	no more than 35kb	.gif or Flash file (.swf)
NEWSLETTER LEADERBOARD	<i>550x68</i>	no more than 35kb	JPG, .gif or animated .gif
NEWSLETTER SKYSCRAPER	<i>120x600</i>	no more than 35kb	JPG, .gif or animated .gif

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4. ADDITIONAL NOTES FOR FLASH DEVELOPERS:

If supplying Flash (.swf) creative please ensure that the ActionScript code below is included in the creative, in order to open a new window:

```
on (release) {
    getURL(clickTag, "_blank");
}
```

4.1. A back-up.gif should be provided for all creative

4.2. Hard-coded click URLs should not be used

5. EMAIL NEWSLETTER CREATIVE:

If supplying creative's for email newsletters, please be advised that these should be provided in .gif format only.

6. ADDITIONAL NOTES FOR CREATIVE SERVED FROM A THIRD-PARTY SYSTEM:

- Creative must accept third party click tracking
- Creative must be able to accept cache-busting code
- Rich media code should launch the pop-ups/popunder
- Third-party JavaScript code is acceptable
- Creative should not be frequency capped at the third-party side unless approved in advance

7. RICH MEDIA:

- All Expandable/Retractable Units, In-Page Video Units, Pop-Up or Pop-Under & Floating Units must be supplied in 3rd Party Ad Tag format preferably from a 3rd Party ad Tag provider.
- All Rich Media creative must include a 'Close' button.
- Audio Initiation must be user initiated.
- If Video is part of any other rich media units, polite download file weight should adhere to In-Page Video limit of 1.2MB.

TheLawyer.com can carry most types of rich media. Prices are available on request.