



### Standard Banner Sizes

- A | Leaderboard, 728 x 90
- B | Extended Leader Board, 885 x 150
- C | Message Unit, 300 x 250
- D | Skyscraper, 120 x 600
- E | Long Message Unit, 300 x 600



### Standard Banner Specifications

#### REQUIRED FILES SUPPLIED BY ADVERTISER

SWF or GIF/JPG formats at 100% of intended banner size listed above.  
*NOTE: SWF files must be accompanied by backup GIF/JPG image file.*  
 Third party serving is permitted.

#### SIZE / LENGTH

Max 30K for GIF/JPG formats; Max 39K for SWF formats

#### LOOP TIME

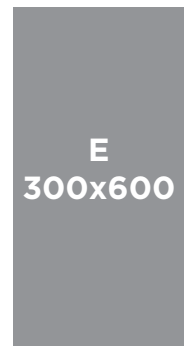
No Looping; Message plays through once

#### LEAD TIME

Files are required seven (7) business days prior to start of campaign.

#### MEDIA TYPES

Rich Media is acceptable from Eyeblander, Pointroll, Eyewonder, and Unicast.  
 Please verify with AS SMALL WORLD if another vendor is being utilized to serve rich media to confirm if it is acceptable on the site.  
*Please note, there is NO audio and audio files will not be accepted.*



120x600

### Video - In Page Banners

Please verify with AS SMALL WORLD on ad size of banner being created

#### FILE SIZE

39K Initial Load-up; 100K streaming;  
 30 sec max length in animation.

#### MEDIA

Accepted Vendors: Eyeblander, Interpolls, Klipmart, Eyewonder, Unicast. Please verify with AS SMALL WORLD if another vendor is being utilized to serve rich media to confirm if it is acceptable on our site.  
 Third party serving is available.

#### AUDIO

Audio must be user initiated to start and stop/mute

#### LEAD TIME

Seven (7) business days

### Click-Through URL Instructions

All banner clicks are required to open a new window. Please make sure that the action setting for the banner is as follows:

- Add an invisible button making the entire area of the banners clickable.
- Attach the following object action to the button:  
**on (release) {**

**getURL (clickTag, “\_blank”);**

**}**

This will embed the clickTAG (case sensitive) variable in the FLA file. This allows the click-through URL to be modified at any time during a campaign, as opposed to hard-coding the click command in the .swf file.

Target=”\_blank” is required as the “Window” field’s option when setting the getURL action (“Expression” unchecked).

#### For more detailed information:

- <http://www.macromedia.com/resources/richmedia/tracking/>
- [http://www.macromedia.com/resources/richmedia/tracking/ad-serving\\_guide/](http://www.macromedia.com/resources/richmedia/tracking/ad-serving_guide/)
- [http://www.macromedia.com/resources/richmedia/tracking/designers\\_guide/](http://www.macromedia.com/resources/richmedia/tracking/designers_guide/)

Please contact Ad Operations at [adops@asw.com](mailto:adops@asw.com) if there are any questions not addressed on the specs listed above.



### Cache Clearing Instructions

#### Internet Explorer

- 1) Open Internet Explorer browser
- 2) At the top of the screen click on *Tools* and click on *Internet Options*
- 3) A "Delete Browsing History" window will appear. Click on the *Delete Files* button
- 4) In the Internet Options window, find the "Temporary Internet Files" section. Click the *Delete* button
- 5) A verification screen will come up. Click "Yes" to delete the files
- 6) When this is finished, please click Close, then click OK on the Internet Options windows, this will return you to your web page.

#### FireFox

- 1) Open FireFox browser
- 2) Click the *Tools* menu and select *Clear Private Data*
- 3) Remove all the checks boxed, except *Cache*. The Cachebox should be the only one selected.
- 4) Click *Clear Cache Now*

#### Safari

- 1) Open Safari browser
- 2) Click the *Safari* menu and select *Empty Cache*
- 3) Confirm the action by clicking *Empty* in the pop up window