

Summit Rich Media Specs

Revised April 25, 2011

Expandable ads

Expandable ads expand when a visitor mouse over them. Simply provide us TWO files – the “before” and “after” (expanded). Our ad server will marry them together and add the expandable functionality. Both the “Before” and “After” ads can be delivered to us in JPEG, GIF or Flash formats.

Automationworld.com and Packworld.com

Ad position	“Before” dimensions	Max “Before” file size	“After” dimensions	Max “after” file size
Leaderboard	728 x 90	40K	728 x 250	80K
Medium Rectangle IMU	320 x 250	40K	700 x 250	80K
PW.com Double-wide Skyscraper	300 x 600	50K	600 x 600	80K
AW.com Skyscraper	160x600	40K	600x600	80K

HealthcarePackaging.com

Ad position	“Before” dimensions	Max “Before” file size	“After” dimensions	Max “after” file size
Wide Rectangle IMU	325 x 200	40K	700 x 250	80K
Skyscraper	160 x 600	40K	600 x 600	80K

Other Rich Media specs:

Compatible with third-party ad servers: Yes

In-banner video: Yes, but must be supplied by the agency with this functionality built in by the agency’s flash development staff.

Expand direction for Leaderboard: Down [Handled by publisher]

Expand direction for Medium Rectangle and skyscraper: Left [Handled by publisher]

Initial Load: 10 MB

Polite load: 10 MB

User-initiated/subload: 100 MB

True/Force Streaming allowed: Yes

Type of user initiation allowed: Click or Rollover

Sound: Must be user-initiated

Close options: Click or Rolloff

Alternative for non-flash viewers: JPEG or GIF

Max animation for flash: up to 15 sec

Looping restrictions: Unlimited

Flash Compatibility: V10 or lower

Flash Action Script Allowed: Yes, ActionScript 2