

# News & Record Ad Specifications

Rev. Jan. 1, 2010

Ad Type	Dimensions	File Size	Animation	Rich Media		3rd Party Accepted	File Types Accepted
				Expanded Size	Additional Download		
Leaderboard	728x90	40kb	Yes - Infinite	728x300	160kb external assets, 1.2MB video	Yes	JPEG, GIF, PNG, SWF
Big Box	300x250	40kb	Yes - Infinite	600x600	160kb external assets, 1.2MB video	Yes	JPEG, GIF, PNG, SWF
Magazine	300x600	60kb	Yes - Infinite	600x600	160kb external assets, 1.2MB video	Yes	JPEG, GIF, PNG, SWF
Skyscraper	160x600	40kb	Yes - Infinite	600x600	160kb external assets, 1.2MB video	Yes	JPEG, GIF, PNG, SWF
Fixed Pencil/Home Page Strip	1000x30	40kb	No	N/A	N/A	Yes	JPEG, GIF, PNG, SWF
News-Record.com Page Sponsorship Tile	300x25	30kb	Limited to 3 frame GIF animation	N/A	N/A	Yes	JPEG, GIF, PNG
TriadCareers.com Spotlight Employer	237x70	30kb	No	N/A	N/A	Yes	JPEG, GIF, PNG
TriadCars.com Featured Dealer	154x94	30kb	No	N/A	N/A	Yes	JPEG, GIF, PNG
TriadHomes.com Featured Box	184x184	30kb	No	N/A	N/A	Yes	JPEG, GIF, PNG