

Specifications per format

HALF PAGE

Items	Width	Height	Weight	File Types	Backup Image	Flash
Half Page	300px	600px	40KB	SWF/GIF/JPEG	GIF or JPEG	v9 / AS2

clickTag required in Flash material:

```
on(release)
{
  getURL(_root.clickTAG, "_blank");
}
```

Video streaming & Adrime / Media Mind (Eyeblander):

- Through Adrime / Media Mind or hosted at client-side.
- If Adrime / MM is used, please initiate the process or inform us at least 8 business days before the start of the campaign.
- Adrime / MM costs are not supported for the 2nd Half Page position.

