

# Specifications per format

## 3-Ad

Items	Width	Height	Weight	File Types	Backup Image	Flash
Large Leaderboard	840px	150px	40KB	SWF/GIF/JPEG	GIF or JPEG	v9 / AS2
Half page	300px	600px	40KB	SWF/GIF/JPEG	GIF or JPEG	v9 / AS2
Large IMU	468px	400px	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.
- We support the Adrime / MM costs for 1 out of 3 formats, except for Run-of-Network campaigns.

