

# Direct Targeting Ad Specifications

## Standard Display

Javascript/HTML tags; Image + Click URL (.png, .jpg, .gif); Flash File and Click URL  
Javascript tags must accept third party click macros - Initial Load size must be 40kb or less  
Auto-Initiated Audio or Video Play are not allowed  
Flash files must use standard click variable name "clickTAG"  
No expandable banners, all rich media must be in-banner

## Mobile

Mobile Web / Mobile App - Javascript / HTML or Image and Click URL

## Sizes

Standard Display

300×250, 728×90, 160×600, 300x600 Mobile Web / App

300x250, 728x90, 320x50, 300x50, 320x480, 768x1024