

# Online Material Requirements

## Guidelines

- \* All ad units must have a border.
- \* Flash files (swf) must have the clickTag code embedded. See "Click-Tag" Word document will full instructions for Flash creative.
- \* Ad creative should be sent 3 business days before desired launch date, Flash and Rich Media creative should be sent 6 days before start date.
- \* All materials should be emailed to em-ads@reedbusiness.com with a copy to joyce.gilmore@reedbusiness.com and to the sales assistant for your region: nina.wilson@reedbusiness.com

**Technical Contact:** Joyce Gilmore, 781-734-8318, joyce.gilmore@reedbusiness.com

**Internet Sales Director:** Laura Lang-Dacus, 408-345-4476, laura.lang-dacus@reedbusiness.com

Boombox

## AD UNITS

### Leaderboard

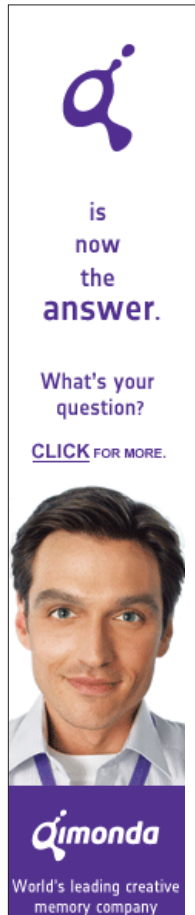
728 x 90 pixels in gif, jpg, Flash, or third party ad tags; maximum size 25k; plus URL

### Skyscraper

120 x 600 pixels in gif, jpg, Flash, or third party ad tags; maximum size 25k; plus URL

### Wide Skyscraper

160 x 600 pixels in gif, jpg, Flash, or third party ad tags; maximum size 25k; plus URL



Skyscraper

### IMU/Boombox

336 x 280 pixels in gif, jpg, Flash, or third party ad tags; maximum size 35k; plus URL

### Button

125 x 125 pixels in gif, jpg, Flash, or third party ad tags; maximum size 25k; plus URL

### Searchbar Button

88 x 31 pixels in gif, jpg, Flash, or third party ad tags; maximum size 25k; plus URL

### Network Module Button

88 x 31 pixels in gif, jpg, Flash, or third party ad tags; maximum size 25k; plus URL

### Sponsor Link

Company name plus text; maximum length 75 characters (includes spaces and all punctuation); plus URL

### Welcome Billboard (Interstitial)

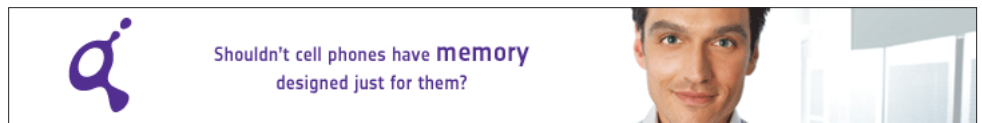
640 x 480 pixels in gif, jpg, Flash, or third party ad tags; maximum size 40k; plus URL

### Footerbar (Rich Media)

800 x 25 pixels expands to 800 x 300 pixels; maximum size 100kb; must include a mandatory close button; animation should be indicated by individual layers in PSD file to describe movement.

### Peelback/Dog Ear (Rich Media)

125 x 125 pixels expands to 500 x 500 pixels; maximum size 100kb; must include a mandatory close button; animation should be indicated by individual layers in PSD file to describe movement.



Leaderboard

EDN NETWORK MATERIALS REQUIREMENTS

