



Advertising Technology Partner  
*for Publishers*

# Rich Media Ads - Media Kit

# Expandable Ads

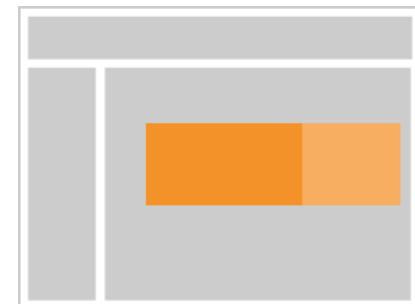
## Mouse Roll-Over Expandables

Expands when user mouses over the initial ad unit. Ad contracts when user moves the mouse off ad unit.

### Specifications:

Ad Dimensions:	Any IAB size or Custom size. Recommended sizes: <ul style="list-style-type: none"> <li>• 728x90 expanding to 728x300</li> <li>• 300x250 expanding to 550x250</li> </ul>
File Type:	.swf
Max File Size:	4mb

See the ad in action. [View demo here](#)



## Replay – Close Expandable

Replay control included in this ad unit. Click "Close" to contract ad to original size.

### Specifications:

Ad Dimensions:	Any IAB size or Custom size. Recommended sizes: <ul style="list-style-type: none"> <li>• 728x90 expanding to 728x300</li> <li>• 300x250 expanding to 550x250</li> </ul>
File Type:	.swf
Max File Size:	4mb

See the ad in action. [View demo here](#)

# Page Pusher Ads

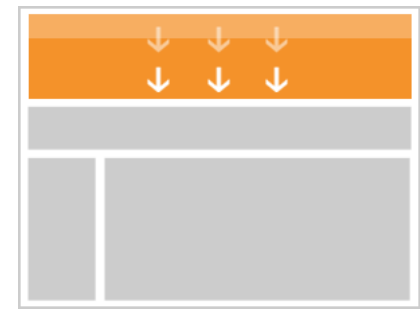
## Vertical Page Pusher

A Vertical Page Pusher unit pushes the page content down while it expands, without overlapping the content on the webpage.

### Specifications:

Ad Dimensions:	Any IAB size or Custom size. Recommended sizes: <ul style="list-style-type: none"> <li>900x50 expanding to 900x500</li> </ul>
File Type:	.swf
Max File Size:	4mb (Recommended 2.5mb – 3mb)

See the ad in action. [View demo here](#)



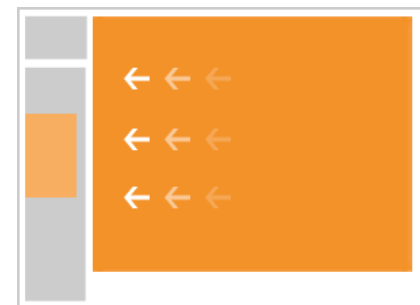
## Horizontal Page Pusher

A Horizontal Page Pusher unit pushes the page content to the left (entering from the right) while it expands. The ad unit pushes the page and all page content temporarily out of view from the browser window.

### Specifications:

Ad Dimensions:	Any IAB size or Custom size. Recommended sizes: <ul style="list-style-type: none"> <li>300x250 expanding to 640x480</li> </ul>
File Type:	Image (jpg,gif,png), Flash (.swf), 3rd Party ad server (Iframe Tag only)
Max File Size:	4mb (Recommended 3mb)

See the ad in action. [View demo here](#)



# Page Peel Ads

An Ad which creates a new ad area by placing an ad “behind” the page content and giving the user the option to click to see more.

**Specifications:**

Ad Dimensions:	Any IAB size or Custom size. Recommended sizes: <ul style="list-style-type: none"> <li>• 150x150 expanding to 500x500</li> </ul>
File Type:	.swf
Max File Size:	4mb (Recommended 3mb)

See the ad in action. [View demo here](#)



# Stay On Ads

The Stay On ad stays at the bottom of your page.

**Specifications:**

Ad Dimensions:	Any IAB size or Custom size. Recommended sizes: <ul style="list-style-type: none"> <li>• 728x90, 728x60, 600x160</li> </ul>
File Type:	Image (jpg,gif,png), Flash (.swf), 3rd Party ad server (IFRAME only)
Max File Size:	4mb (Recommended 3mb)

See the ad in action. [View demo here](#)



# Overlay Ads

## Overlay / Floater with Base File

Overlay / Floater with Base File will display first over the page content, then resolve to an in-page base ad unit.

**Specifications:**

Ad Dimensions:	Any IAB size or Custom size. Recommended sizes: <ul style="list-style-type: none"> <li>• Base File: 300x250 - Overlay File: 640x480</li> </ul>
File Type:	Flash (.swf)
Max File Size:	4mb (Recommended 3mb)

See the ad in action. [View demo here](#)



## Overlay / Floater without Base File

Overlay / Floater without Base File will display only over the page content, and can be closed by the user.

**Specifications:**

Ad Dimensions:	Any IAB size or Custom size. Recommended sizes: <ul style="list-style-type: none"> <li>• 640x480</li> </ul>
File Type:	Flash (.swf)
Max File Size:	4mb (Recommended 3mb)

See the ad in action. [View demo here](#)



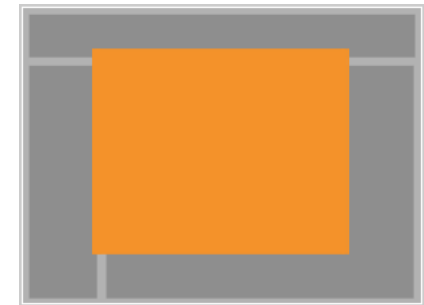
# Lightbox Intromercial Ads (with replay)

The Lightbox intromercial imposes a dark shade on the entire web page, and gives the ad unit front and center focus. There are options for text and countdown timer messaging (example: "This ad will play for 7 seconds.")

## Specifications:

Ad Dimensions:	Any IAB size or Custom size. Recommended sizes: <ul style="list-style-type: none"> <li>640x480 – Preferably large size ads</li> </ul>
File Type:	Image (jpg,gif,png), Flash (.swf), 3rd Party ad server (IFRAME only)
Max File Size:	4mb (Recommended 3mb)

See the ad in action. [View demo here](#)



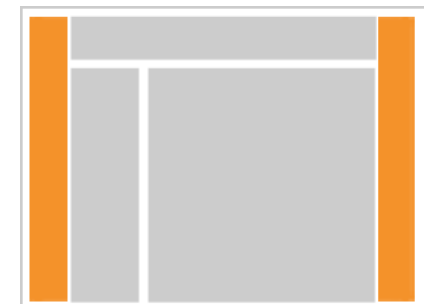
# Wallpaper / Skinning Ads

Depends on the screen resolution. Will need to test across various screen resolutions.

## Specifications:

Ad Dimensions:	Any IAB size or Custom size. Recommended sizes: <ul style="list-style-type: none"> <li>Minimum 1290x800. (Best seen on 1280x1024 screen resolution)</li> </ul>
File Type:	Image (jpg,gif,png), Flash (.swf)
Max File Size:	4mb (Recommended 3mb)

See the ad in action. [View demo here](#)



# ZEDO Slider Ads

## Slider Ad (Bottom Left / Right)

This ad format "slides up" from the bottom corner of the window and moves along with the page as the user scrolls down and settles to the bottom corner when the scrolling stops. It can slide up from the bottom left or right corner.

### Specifications:

Ad Dimensions:	Any IAB size or Custom size. Recommended sizes: <ul style="list-style-type: none"> <li>• 300x250 / 160x600 / 120x600</li> </ul>
File Type:	Image (jpg,gif,png), Flash (.swf / .flv), 3rd Party ad server
Max File Size:	4mb (Recommended 3mb)

See the ad in action. [View demo here](#)



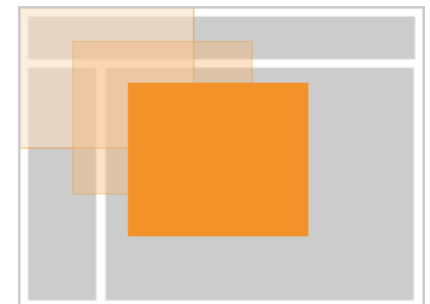
## Slider Top Center Ad

This ad format "slides in" diagonally, from the top left to the center of the page. The ad unit will stay with the user during scrolling.

### Specifications:

Ad Dimensions:	Any IAB size or Custom size. Recommended sizes: <ul style="list-style-type: none"> <li>• 640x480</li> </ul>
File Type:	Image (jpg,gif,png), Flash (.swf), 3rd Party ad server (IFRAME only)
Max File Size:	4mb (Recommended 3mb)

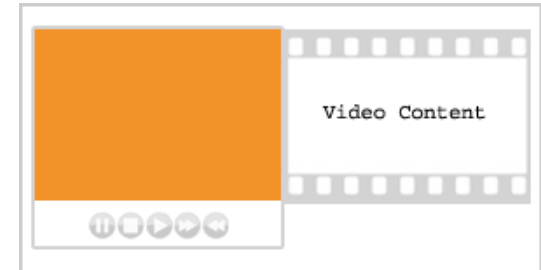
See the ad in action. [View demo here](#)



# Video Ads (Flash Video Player)

## Pre-Roll Ad

Pre-Roll is a video ad displayed in-stream, before the video content is played for the viewer.



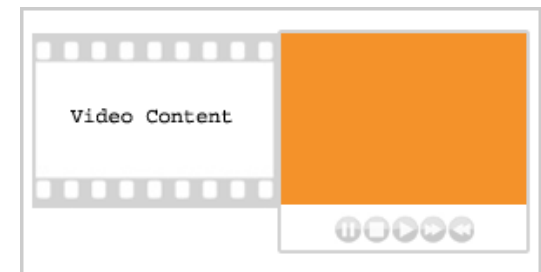
## Mid-Roll Ad

Mid-Roll is a video ad displayed in-stream, in between the video content played for the viewer.



## Post-Roll Ad

Post-Roll is a video ad displayed in-stream, after the video content is played for the viewer.



### Specifications:

Ad Dimensions:	Any IAB size or Custom size.
File Type:	Image (jpg,gif,png), Flash (.swf / .flv) / 3rd Party ad server 3rd party ads will play within an HTML tag over the player. Action script 2.0 and 3.0 supported.
Max File Size:	4mb (Recommended 3mb)

See the ad in action. Pre-Roll: [View demo here](#) / Mid-Roll: [View demo here](#) / Post-Roll: [View demo here](#)

# VAST Ads

## Linear Ad (Pre-Roll / Mid-Roll / Post-Roll Ads)

Pre-Roll, Mid-Roll and Post Roll are video ads displayed in-stream before, in between and after the video content respectively.

### Specifications:

Ad Dimensions:	As per player size.
File Type:	SWF, FLV, MP4, F4V (Later - MOV, MPG, AVI, WMV)
Bit Rate:	As per video
Duration:	60 sec
Click Action:	Opens new window
3rd Party Tracking:	Impressions only
3rd Party Ad Serving:	VAST Wrapper Redirect
Max File Size:	100mb

## Companion Ad

An ad displayed alongside a video that offers sustained visibility of the Advertiser brand throughout the video experience.

### Specifications:

Ad Dimensions:	Any IAB size or Custom size.
File Type:	Image (jpg,gif,png), Flash (.swf),
Max File Size:	40kb
Click Action:	Opens new window
3rd Party Ad Serving:	VAST Wrapper Redirect

