

Ad sizes, placements, file types and size restrictions

The following are acceptable specifications for MuskogeePhoenix.com webads.
Please call 918-684-2904 if you have questions regarding creative and scheduling buys.

Placement	Size	Anime GIF	Static GIF	JPG	Flash	Max File Size
Inline	300x250	Yes	Yes	Yes	Yes	39.9kB
Section Top	728x90	Yes	Yes	Yes	Yes	19.9kB
Half-Banner ROS Static	234x60	No	Yes	No	Yes	9.9kB
Homepage Skybar	234x60	- Yes	- Yes	- Yes	Yes -	19.9kB 9.9kB

Flash Ad Requirements

Use a white background layer. Develop your animation at 12 frames per second, not to exceed 200 frames.
All content must be contained within on 'Scene.'
All audio must be user initiated. NO AUTOPLAY.

If you have companion files, it is best to set their relative URL to the same level/directory as the .swf file.

Include your raw .fla files, all supporting graphics and fonts within the completed .swf file.

Insert the clickTAG code provided below into the main click-through BUTTON of your ad. Our ad delivery system (OASIS) only tracks one click-through in an ad. If you have other external links placed in your ad they will not be tracked. The ad serving software will provide the URL for the main link so the clickTAG code should be inserted exactly as show.

```
On (release) { getURL(*http://*+clickTAG, "_blank"); }
```

If you plan on your ad clicking through to just one URL we have created blank Flash templates with an invisible button layer covering the entire ad for your use. If you build everything on lower layers, the clickTAG will function perfectly.

For creative using video, a fully-produced video must be submitted on disc (CD or DVD) and must be no longer than 30 seconds. Video will be encoded and sized to fit our template.