



INTERNET AD SPECIFICATIONS

- We accept GIF, JPEG, Rich Media & Third Party Served ads.
- 30-second maximum for any animation, including multiple loops
- Any sound must be user-initiated, defined as a click and not a mouse-over or rollover, and clearly labeled with "Play" and "Stop" controls.
- The Flash frame rate must be 18 frames or less per second.
- File Size
 - Non Rich Media: 40k MAX
 - Rich Media: 40k MAX

The Sierra Nevada Media Group can serve Flash through third party redirects.

A back-up GIF must be trafficked along with the file for those users unable to see the Flash creative.

If sending Flash creative itself, the following information must be sent to SNMG:

1. SWF file
2. Back-up GIF

Additional notes:

- Invisible buttons must be placed on the topmost layer of the file. Buttons placed on layers below the invisible buttons will not display will not respond to mouse interaction. No 2 buttons should overlap.
- Please make sure that there are no spaces in the name of the file.
- Flash files should follow standard IAB file size limitations of: 40K for 728x90, 300x250, 160x600, 120x600, and 468x60; and 40K for half page ads.
- Ads which load additional files should load these files from absolute URLs (i.e., <http://www.>, etc.). Up to 3 additional loads of up to 50k each may be initiated after a user moves their cursor over or clicks on the ad.