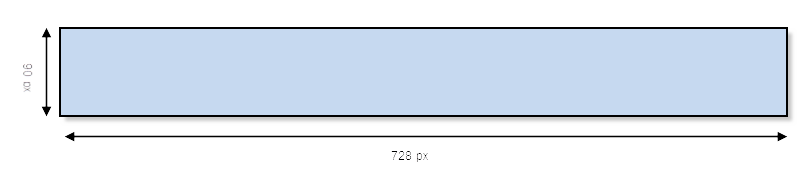
 **Kidspot Display Advertising Specifications**

# Leaderboard 728x90



|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Ad Placements | Relevant Sites | Dimensions | Max. File Size | Accepted File Types/Formats |
| Leaderboard | Kidspot | 728x90 | Flash 40KB; GIF/JPG 20KB | JPEG  GIF  Java script  Iframe  Flash SWF  3rd party redirect |

Animation and Looping Allowed: Yes, 3x

Video Allowed (User-Initiated Only): Yes, no auto play allowed

Audio Allowed (User-Initiated Only): Yes, with mute buttons,

Sound must stop on click

Sound must be at 15% of the original maximum volume

Rich Media Accepted: Yes

Expandable Allowed: Yes, with a visible close button and retracts on mouse off

***Note:*** *Expandable Leaderboard’s carry a higher CPM rate than standard Leaderboard’s*

Max. Expand Dimensions: 728x180

Preferred Expand Direction: Below

Flash Version: Up to Version 9

\*\* Flash Requirements\*\*

All Flash must be Click Tag enabled. Kidspot can accept any version of Flash up to 9.

However, advertisers are strongly advised to use Flash 6, 7, 8 or 9 to maximize user compatibility.

on(release)

{

   getURL (\_level0.Click Tag, "\_blank");

}

Maximum frame rate of 24 frames per second

A default image (JPEG or GIF) must be included for each ad size

# Newsletters

# eDM

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Ad Placements | Relevant Sites | Dimensions | Max. File Size | Accepted File Types/Formats\* |
| eDM | Kidspot | 600 W x400 H | 200KB | JPEG  GIF  3rd Party Click Tag |

Please supply Email subject heading – max 150 characters

(Title seen in email inbox)

Animation and Looping Allowed: No

Video Allowed (User-Initiated Only): No

Audio Allowed (User-Initiated Only): No

Rich Media Accepted: No

Expandable Allowed: NA

**\*Please DO NOT supply in HTML format.**

# 