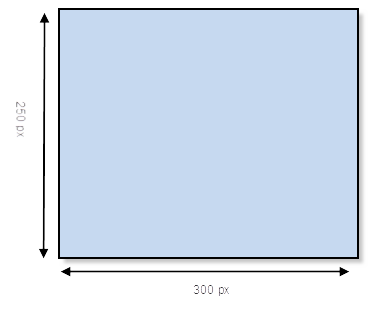
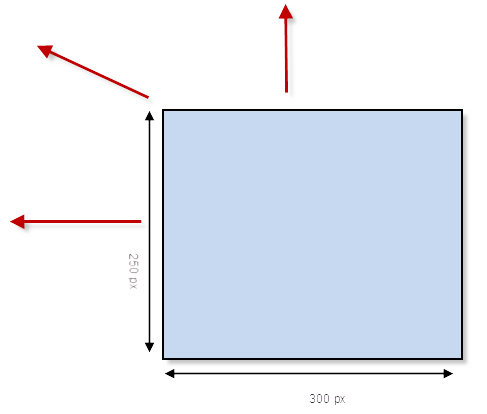
**Medium Rectangle 300x250**

Expandable Medium Rectangle

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Ad Placements | Relevant Sites | Dimensions | Max. File Size | Accepted File Types/Formats |
| Mrec | Kidspot | 300x250 | 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:*** *An Expandable MREC carries a higher CPM rate than standard MREC*

Max. Expand Dimensions: 300 W x600 H, 600 W x 250 H

Preferred Expand Direction: Left or Up

Flash Version: Up to Version 9

**Assets to be received 5 working days prior to start date**

\*\* 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