

Inventory Ad Spot Cheat Sheet

THE MONITOR VALLEY STAR The Herald 

Leaderboard 728x90 pixels @ 72 dpi
File Formats - .jpg, .swf, .gif, .png
Max File Size 35kb



Corner Box 200x90 pixels @ 72 dpi
File Formats - .jpg, .swf, .gif, .png
Max File Size 35kb



Medium Square 300x250 pixels @ 72 dpi
File Formats - .jpg, .swf, .gif, .png
Max File Size 35kb



Double Big Box 300x600 pixels @ 72 dpi
File Formats - .jpg, .swf, .gif, .png
Max File Size 35kb



Mobile Banner 320x50 pixels @ 72 dpi
File Formats - .jpg, .swf, .gif, .png
Max File Size 35kb



Skyscraper 120x600 pixels @ 72 dpi
File Formats - .jpg, .swf, .gif, .png
Max File Size 35kb



House Ad Spot 300x125 pixels @ 72 dpi
File Formats - .jpg, .swf, .gif, .png
Max File Size 35kb



★ Animation .swf specs

- A maximum of 18 frames per second
- A maximum animation length of 30 seconds with no more than two loops.
- .swf files must be submitted with a .jpg file for backup
- Please only implement one clicktag in each swf file as our platform does not support multiple clicktags within one Flash file.

★ Ad Spots not to scale

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Sliding Billboard total size 960x330 pixels @ 72 dpi

Sliding Billboard Pencil 960x30 pixels @ 72 dpi
File Formats - .jpg, .png
Max File Size 20kb

Sliding Billboard Board 960x300 pixels @ 72 dpi
File Formats - .jpg, .png
Max File Size 50kb

Popover 300x300 pixels @ 72 dpi
File Formats - .jpg, .gif, .png
Max File Size 50kb

Wallpaper 1870x960 pixels @ 72 dpi
File Formats - .jpg, .png
Max File Size 50kb

TOTAL SIZE 1870x960

**Visible on
Wide Screen
355x960**

**Visible on
Standard
Screen
100x960**

**This section blank for website
960x960**

**Visible on
Standard
Screen
100x960**

**Visible on
Wide Screen
355x960**

★ Above ad spots below do not support .gif or any animation.

★ Ad Spots not to scale