

Designer Technical eAd Specifications

Image Guidelines:

- Images Supported: GIF, JPEG, FLASH
- Max File Size for Standard Creative Work is 20K; for Flash is 30K
- Animation Allowed: Yes
- Animation Time: 15 seconds limit
- Audio: Not allowed at this time
- Linking URL: Linking URLs must be domain name based and cannot be the IP address (i.e. <http://66.24.100.124>).

Flash Image Guidelines:

- Flash versions 6 & 7 are supported
- 30KB download is the maximum image size
- Recommended frame rate is 12 frames per second. Frame rate may not exceed 18 frames per second. Banners that exceed 18 frames per second will not be accepted.

Flash 6 Specifications:

- Accessing the user's microphone or Webcam is not permitted

Flash 7 Specifications:

- All Flash 6 Spec apply to Flash 7

Floating Elements:

- Not allowed at this time

Submission Guidelines:

- Ads must conform to specifications outlined herein. Elements not meeting specifications will be returned for revision, which may delay launch date.
- For Flash ads, an alternate image conforming to the designated GIF/JPG/JPEG specifications must be provided for the use in the event that the user browser does not support Flash 6.0 and above.

HORSEINSPORT Advertising Policy:

- Advertising cannot mislead the user. For example, they may not mimic or resemble Windows/Mac/Unix dialogue boxes, error messages or the like.
- Advertisements cannot resemble HORSEINSPORT content. Advertisement must have a border.
- All Advertisements will be reviewed by HORSEINSPORT and are subject to approval by HORSEINSPORT before placement on the site.
- HORSEINSPORT reserves the right to remove any advertisement which is deemed annoying and/or harmful to our users at any time.