



Extended Network Ad Specifications

Placement	Creative Size	Format	Max Expandable Size (3rd Party Served)	Expandable Direction	Max Initial File Load Size	Audio	Maximum Animation Length	Maximum Looping	Notes
Standard Ads									
Standard Leaderboard	728x90	GIF, JPG, Flash, Rich Media, 3rd Party Vendor	728x385	Down	40k	User initiated on click	:15 max	3 loops max	Expandable must be roll-on/roll-off OR click to expand/collapse Third Party Tag Required
Standard Poster	300x250	GIF, JPG, Flash, Rich Media, 3rd Party Vendor	625x385	Left	40k	User initiated on click	:15 max	3 loops max	Expandable must be roll-on/roll-off OR click to expand/collapse Third Party Tag Required
Skyscraper	160x600	GIF, JPG, Flash, Rich Media, 3rd Party Vendor	625x600	Left	40k	User initiated on click	:15 max	3 loops max	Expandable must be roll-on/roll-off OR click to expand/collapse Third Party Tag Required
Video Ads									
Video Pre-roll	720x480, 16:9 aspect ratio	.flv with 3rd party tracking (optional), VAST/VPAID certified	n/a	n/a	5MB	Host initiated	:15 or :30 max	n/a	n/a

Flash Specifications

- We support Flash version 10.1 and lower
(NOTE: The latest version of the Flash developer tool, Flash CS 5.5, the default SWF file type is Flash 10.2. Make sure that your developer saves files as Flash 10.1 or lower, not the default Flash 10.2.)
- Recommended: Supply your flash ad with a backup .gif or .jpg advertisement (to serve to users who do not have Flash)
- Flash ads *must* be submitted as complete .swf files with a clickTAG already in place. Please note, the clickTAG variable is case sensitive.

Example: Adding a clickTAG to ActionScript 2.0

Create a button on your Flash movie and use `getURL()` to specify the clickTAG:

For more examples, please visit:

<https://doubleclick-support.appspot.com/repository>

```
on (release)
{
    getURL (clickTAG, "_blank");
}
```