

	Ad Unit	Dimensions	Flash*		Animation			File Size			Expansion			Sound	Border
			FPS	Version	Max Anim	Max Loops	Max Video	Max Initial	Max Static	Max Polite	Dimension	Direction	Close		
Standard Media	Leaderboard	728x90	24	V.8, AS2	:15	3	:30	40k	20k	1MB	728x360	Down	Roll off & close button	On click	1px
	Box	300x250	24	V.8, AS2	:15	3	:30	40k	20k	1MB	560x300	Intuitive	Roll off & close button	On click	1px
	Wide Skyscraper	160x600	24	V.8, AS2	:15	3	:30	40k	20k	1MB	480x600	Intuitive	Roll off & close button	On click	1px
	Skyscraper	120x600	24	V.8, AS2	:15	3	:30	40k	20k	1MB	360x600	Intuitive	Roll off & close button	On click	1px
	Half Page	300x600	24	V.8, AS2	:15	3	:30	40k	20k	1MB	600x600	Intuitive	Roll off & close button	On click	1px
	Tile	120x90	24	V.8, AS2			:30	10k	5k						1px
	Small Tile	120x60	24	V.8, AS2			:30	10k	5k						1px
	Button	88x31	24	V.8, AS2			:30	10k	5k						1px
	Mobile	Variable						Variable							1px
	Text Link	Variable													
Email / Newsletters	Variable														
High Impact / Rich Media	Centro One	900x250 (Assets needed: FLA, Fonts) (Custom)	24	V.8, AS2	:08	1		100k	100k					On click	1px
	FotoFusion	300x250 + Adjacent Photo Overlay (Custom)	24	V.8, AS2	:08	1		100k	100k						
	Big Box	336x700	24	V.8, AS2	:15	3	:30	40k	40k					On click	1px
	Navigation Sponsorship	300x75 (Assets needed: FLA, Fonts) (Custom)	24	V.8, AS2				40k	40k		40k	Intuitive	On rolloff		
	Sliding Billboard - Pencil	900x30 (Assets needed: FLA, Fonts) (Custom)	24	V.8, AS2	:08	1		40k	40k	1MB				On click	1px
	Sliding Billboard - Billboard	900x300 (Assets needed: FLA, Fonts) (Custom)	24	V.8, AS2	:08	1	:08	60k	60k	1MB				On click	1px
	Corner Peel - Teaser	100x100 (Assets needed: FLA, Fonts) (Custom)	24	V.8, AS2	:08	1		15k	10k					On click	
	Corner Peel - Expanded	800x600 (Assets needed: FLA, Fonts) (Custom)	24	V.8, AS2	:08	1		75k	50k					On click	
	Wallpaper / Reskin	Variable (Custom)				1		100k							
	Intro Message / Interstitial	Variable (Custom)	24	V.8, AS2	:08	1		40k	40k	90k				On click	1px
	Floating Unit	Variable	24	V.8, AS2	:08	1		40k	40k	300k				On click	
	Pre-roll video	Variable			:15	1		2MB						Yes	
	In-unit video	Variable	24	V.8, AS2	:15/:30 user initiation	1		40k	40k	300k				On click	1 px
	Synergy	300x250	24	V.8, AS2	:15	1		40k	40k					On click	1 px
	Synergy Reskin Panel	1000x700 (Custom)	24	V.8, AS2		1		150k	150k					On click	
Targeting	Spectrum	728x90 + 300x250 + 160x600													
	Brand Affinity Technology	Standard sizes (Assets needed: FLA, Fonts)													
	Roadblock	Variable													
<b>Turnaround Times</b>															
Standard Media		3 business days prior to launch													
Expanded/Rich Media		5 business days prior to launch													
Video/Custom Units		10 business days prior to launch													
<b>Flash Setup*</b>															
Below is the Flash ActionScript tag to allow a user to click on the ad. <pre> on (release) {     getURL(clickTag, "_blank"); } </pre>															
<b>Disclaimer</b>															
NOTE: Centro provides these creative specs as a general guideline based on IAB standards. Please note that there may be variables based on the site, ad format, or vendor. Please contact your Centro Campaign Manager for more information.															