



## **Ad Guidelines and Technical Specifications**

1. Advertising options:
  - a. Website Ads – 150x50 pixels or 150x100 pixels.
2. At least 5 business days prior to the scheduled start time, the advertiser will supply all text and graphics for the ad to CURT for testing and review. Ads must meet the size specifications listed above.
3. The maximum file size of any website ad is 10k. Non-Flash ads should be supplied as jpg, gif or png files.
4. Flash ads must be published in Flash 5 or 6. A default gif must be submitted for visitors without Flash or Javascript. Both .swf and .fla files must be submitted for Flash ads.
5. Pop-up or pop-under ads are not permitted.
6. Ads that partially overlay page content (such as Eyeblasters) are not permitted.
7. Ads may be animated for a maximum of 15 seconds.
8. No sound effects are acceptable.
9. All click interactions that initiate the load of a new web page must open that web page in a new browser window (using target="\_blank").