

Advertising Specifications

UNIT	DIMENSIONS	MAX FILE SIZE
Leaderboard	728x90	40K
Skyscraper	160x600	40K
Large Rectangle	300x250	40K
Floating DHTML	400x400	40K
Pop Ups	Various	40K
Pop Unders	Various	40K
Sponsored By Logo	120x90	40K
Interstitial	500x400	40K

GENERAL GUIDELINES

- All creative is due 5 business days prior to launch date
- Starmagazine.com accepts Standard Banner, Flash®, iFrame, iLayer, HTML/DHTML, java, 3rd Party Redirect, Popup/Popunder and Text Link ad formats
- Third party ad tags are accepted. Please send internal redirects/redirects and iFrame/javascript
- No looping restrictions
- All ads should be coded so that click-throughs launch a new browser window using target="_blank"
- Subject to IAB Terms & Conditions: www.iab.net/standards/termsandcond2.pdf

FLASH GUIDELINES

- A default GIF/JPEG is required
- All ads should be coded so that click-throughs launch a new browser window using target="_blank"
- Flash ads need to have a clicktag encoded rather than a hard-coded click-through command. The following code needs to be added manually to the .swf file:

```
On (release) {getURL(clickTAG,"_blank");}
```
- For more information, consult Macromedia Flash: http://www.macromedia.com/resources/richmedia/tracking/ad-serving_guide/

RICH MEDIA GUIDELINES

- Flash 8 is preferred



EMAIL GUIDELINES

- All email ads require a default text ad (200 character limit)
- Email ads must be GIF or JPEG; no flash accepted

EXPANDABLES GUIDELINES

- 728x90 - expands down to 728x390
- 160x600 - expands right to 460x600
- 300x250 - expands right to 460x250

VIDEO GUIDELINES

- Dimensions - 480x360 (4:3 Full Screen)
- Video length (30 seconds)
- Flash version - Flash 8
- Frame rate - same as source or TT of source (15-30 fps)
- Key frame - every 30-60 frames (2 seconds)
- Video Data Rate - 600 kbps
- Audio Data Rate - 48 kbps
- Total Data Rate - 648 kbps
- It is recommended to crop to TV-Safe Area and de-interlace. Video should not include a leader.
- Clickable, please supply a click-through URL