



Format Category	Format (WxH)	File Size (Non Rich Media)	File Size (Rich Media)	Animation Length	Controls
In-Page Units	300 x 250 pixels				
	728 x 90 pixels				
	300 x 600 pixels	50kb	95kb	15 seconds	Not Applicable

General Ad Requirements

- We accept GIF, JPEG, Rich Media & Third Party ad tags. 15-second maximum for any animation. Ads in e-mail newsletters cannot use rich media
- Any sound must be user-initiated, defined as a click and not a mouseover or rollover, and clearly labeled with "Play" and "Stop" controls.
- All advertising content must be clearly differentiated from editorial content. The THE reserves the right to reject any ads that are disparaging to The THE brand, have potential for user confusion or have a detrimental effect on the user experience.

Flash Ad requirements

We accept ads up to Flash 8.0. A back-up GIF must be sent along with the file for those users unable to see the Flash creative.

If sending Flash ads, the following information must be sent:

- SWF file
- Back-up GIF
- The version of flash that the user must have in order to see the flash creative
- The clickthru (destination) URL

For the ad to be made clickable, clickTag code (shown below) should be attached to an invisible button. The invisible button (a button that contains only a hit state) should be the same size as the ad unit and placed on the topmost layer of the Flash file.

The clickTag code (displayed below) allows Doubleclick to track the clicks for the ads. It must read EXACTLY as shown below (no additional punctuation, quotes, etc.):

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

Additional notes:

- Please make sure that there are no spaces in the name of the file.
- Animation of the ad should last no longer 15 seconds
- The Flash frame rate must be less than 18 frames per second; twelve frames per second are preferred.