

Online Web Specs

Click Here for:

- **Website Image Ads**
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Website Image Ads

Acceptable Website Image Ad Formats

Format: *.jpg, *.gif or *.swf (flash)

Flash Ads: If you choose *.swf (flash) format, it is very important to follow our flash guidelines so we will be able to track your ad.

Please click here for flash file guidelines. <http://content.vpico.com/flashspecs.aspx>

Third party trackers such as Double Click or Atlas: Please use **JavaScript** tags.

Maximum Animation Length: 15 seconds

Leaderboard

Dimensions: 728W x 90H pixels
File Size: 40k Maximum



Super Leaderboard

Dimensions: 1000W x 90H pixels
File Size: 40k Maximum



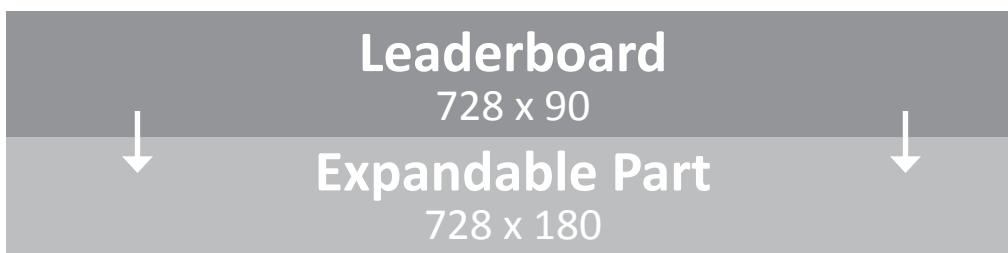
Expandable Leaderboard Ad

Dimensions: 728W x 90H pixels
File Size: 40k Maximum

Expandable Part:

Dimensions: 728W x 180H pixels
File Size: 40k Maximum

**Please send in two parts – each ad needs to be its own file and then we will make it expand through our system.*



Rectangle

Dimensions: 300W x 250H pixels

File Size: 40k Maximum

A solid gray rectangular placeholder representing the dimensions of a standard rectangle.

Rectangle
300 x 250

Super Rectangle

Dimensions: 336W x 600H pixels

File Size: 60k Maximum

A solid gray rectangular placeholder representing the dimensions of a super rectangle.

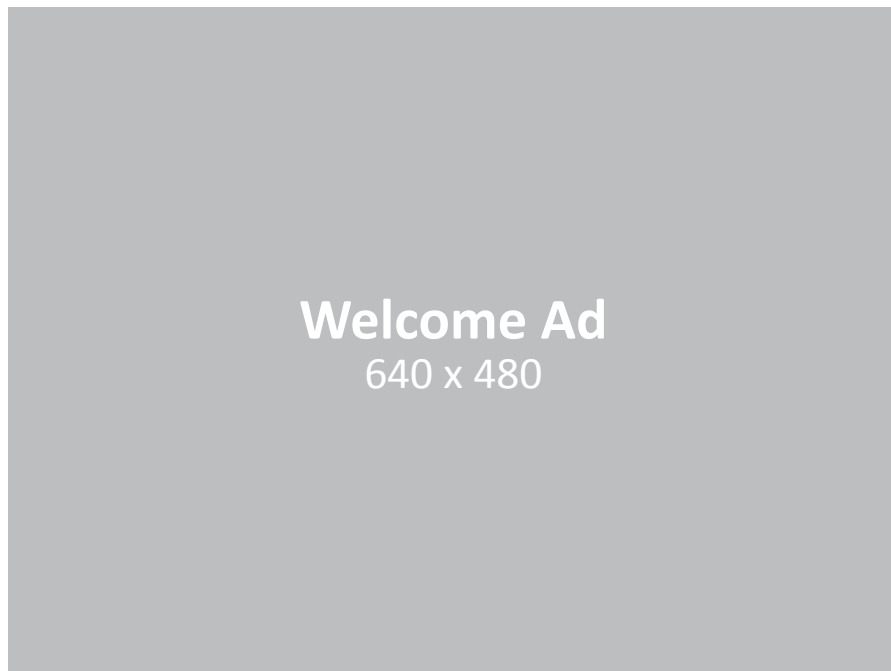
Super Rectangle
336 x 600

Welcome Ad

Dimensions: 640W x 480H pixels

File Size: 350k Maximum

The welcome ad runs for 15 seconds before going to the website.
If creating an animated file, please plan accordingly.



Category Sponsorship

Leaderboard and Rectangle

Leaderboard

Dimensions: 728W x 90H pixels
File Size: 40k Maximum

Leaderboard
728 x 90

Super Leaderboard

Dimensions: 1000W x 90H pixels
File Size: 40k Maximum

Super Leaderboard
1000 x 90

Category Sponsorship (continued)

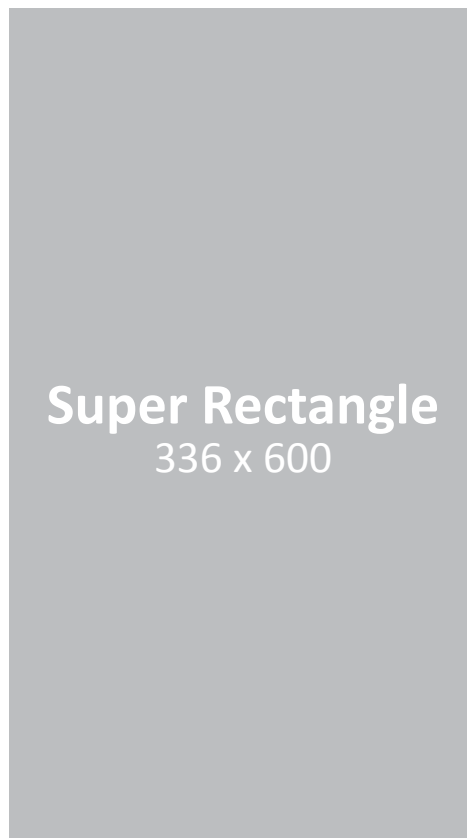
Rectangle

Dimensions: 300W x 250H pixels
File Size: 40k Maximum



Super Rectangle

Dimensions: 336W x 600H pixels
File Size: 60k Maximum



Sponsored Link

Sponsored Link Specs

Header

50 characters spaces included

Body

100 characters spaces included

Please do not forget to submit your ad's URL for the header.

Integrated Content Message

Integrated Content Specs

- Headline – 50 characters including spaces
- Body – 200 characters including spaces

Please do not forget to submit your ad's URL

E-Newsletter Sponsorship

E-Newsletter Specs

Rectangle/Square

Dimensions: 336W x 280H pixels or 300W x 250H pixels

File Size: 40k Maximum

File Type: **.jpg ONLY**

NO Flash or Animated gifs

Text

Please submit 100 characters of text to appear just below your rectangle ad.

Text Only E-Newsletter

- Headline – 50 characters including spaces
- Body – 500 characters including spaces

Please do not forget to submit your ad's URL



Mobile Sponsorship

Mobile Sponsorship Specs

- GIF or JPG only (no Flash)
- Dimensions: 300W x 75H pixels
- Maximum file size: 40 KB
- No animation

Contact Information

For any ad trafficking or materials questions, please contact:

Melissa Budwig
Web Traffic Coordinator
mbudwig@vpico.com
480-990-1101 x1522