

Roadblock with Ad Units



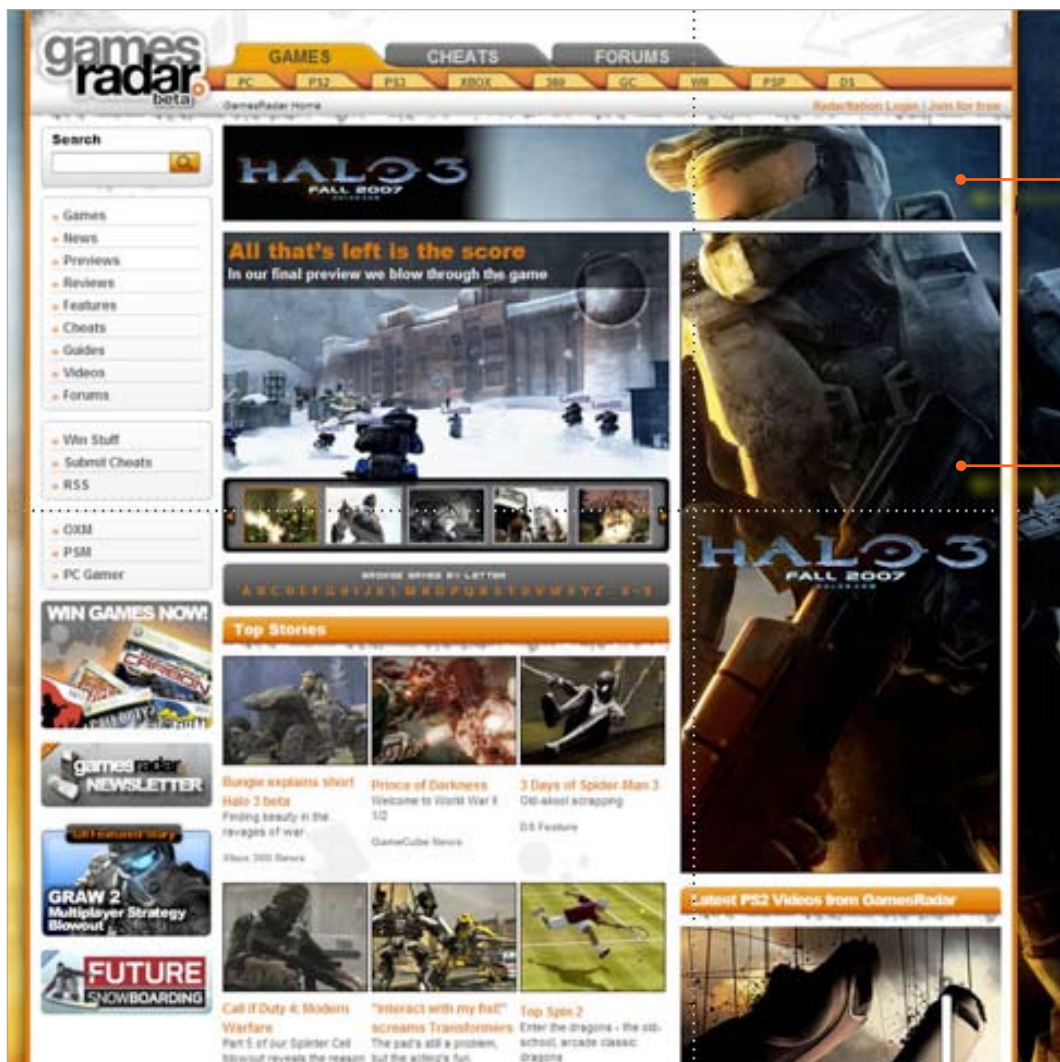
Leaderboard 728x90

Expandable
Skyscraper 160x600,
300x600, or 300x250

MPU 300x250

Leaderboard (Lower)
728x90

Complete Roadblock with Skin



Leaderboard 728x90

Expandable Skyscraper 160x600, 300x600, or 300x250



Online SPEC Sheet

Creative Dimensions	300x250	728x90	160x600	300x600	600x400 Interstitial	
GIFs or JPEGs	Max. K Size	125	125	125	125	
	Max. # of Anim. loops	Unlimited	Unlimited	Unlimited	Unlimited	:15 maximum duration
FLASH (provide .gif & .fla files)	Max. K Size	125	125	125	125	
	Max. # of Anim. loops	Unlimited	Unlimited	Unlimited	:15 maximum duration	:15 maximum duration
	Notes	Up to Flash 9 (Provide .gif & .fla files)	Up to Flash 9 (Provide .gif & .fla files)	Up to Flash 9 (Provide .gif & .fla files)	Up to Flash 9 (Provide .gif & .fla files)	Up to Flash 9 (Provide .gif & .fla files)
Click Tag instructions	Please include a backup .gif or .jpg, as well as the .fla file. Files using a clickTag variable should use “_level0.clickTag” in order for our ad serving system (DART) to track clicks properly. Example of the correct code: on (release) {getURL (_level0.clickTag,“blank”);}					
3rd Party Rich Media Ad Tag	Max. Looping Animation	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
	Expand Direction/ Pixel Size	Left / 650x250	Downwards / 728x270	Left / 320x600	Left / 600x600	N/A
Notes	Audio is acceptable but the default setting is for the audio to be off. No pops. All actions must be user initiated: roll over or click to expand. Close Action button is required.					

Pre-Roll Videos :15 or :30 Pre-rolls: uncompressed flash video files or redirects to your hosted .flv's. Aspect ratio is 4:3 or 16:9.

DEADLINE FOR CREATIVE MATERIALS + URL

3 business days prior to start date



Page Skin and Ad Specs

- Skins will be available on GamesRadar homepage, CheatPlanet homepage, and platform pages
- Pixel size: 1640 width x 1058 height
- Middle plain white background: 918 x 1058 px
- Gutters: 361 x 1058 px (including 10px width bars: Orange (FF6600) for GamesRadar homepage / Green (669900) for CheatPlanet homepage with gray drop shadow)
- File format: Static GIF or JPEG
- File size: 125KB
- Not clickable
- Ad impressions served on DART DFP
- Site-served
- Recommended no text (Logos OK)
- Creation lead time: If GamesRadar design team creates, the leadtime is 2 weeks (inc. approval)
- Complete Roadblock: 5 units
 - 1) Page skin
 - 2) Top leaderboard m728x90
 - 3) 300x600
 - 4) Below the fold MPU 300x250
 - 5) Below the fold leaderboard 728x90
- 300x600 may be substituted for either a 300x250 or a 160x600 unit

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