

## LEADERBOARD:

Leaderboards will appear on the top of every page on the site

- Appears on every page or Targeted pages
- 1 frame (no animation)
- 728 x 90 pixels - This is the only for Leaderboard
- If you provide the graphic, we accept FLASH, JPG, PDF, GIF or PNG (not to exceed 50KB)

## SKYSCRAPER:

The Skyscraper appears on the upper right side of the page

- Appears on every page or Targeted pages
- 1 frame (no animation)
- 160 x 600 pixels - This is the only for Skyscrapers
- If you provide the graphic, we accept FLASH, JPG, PDF, GIF or PNG (not to exceed 50KB)

## BANNERS:

A banner will appear on all the section pages

(rotating through the current ads with only 1 at a time on the top/right of the page or section).

- Appears on the Home page and in ALL Categories
- Appears in ALL Geographic Metro Areas of affiliated site.

***Can this only appear in specific metro area? Banners must be in all metros***

- 1 frame (no animation)
- 234 x 60 pixels - *This is the only size for a banner.*
- If you provide the graphic, we accept FLASH, JPG, PDF, GIF or PNG

## BUTTONS:

A button appears on either the home page or on a section page at the bottom of the page.

- Appears only in ONE Category (or the Homepage)
- Appears in all Geographic Metro Areas of affiliated site.

***Can this only appear in specific metro area? NO.***

- 2 frames of animation
- 120 x 90 pixels - This is the only size permitted for a button.
- If you provide the graphic, we accept FLASH, JPG, PDF, GIF or PNG

## LINKS:

A link appears on the search results page.

- 1 frame (no animation)
- 150 x 100 pixels - This is the only size permitted on a link.
- If you provide the graphic, we accept FLASH, JPG, PDF, GIF or PNG