



## **FREEFI NETWORKS ADVERTISING SPECIFICATIONS**

### **Type 1: Featured Merchant / Presenting Sponsor Block**

Pixel Size: 88x31 IAB IMU Microbar located within FreeFi SlimBar with an 88x90 surround.

Max. File Size: 20k GIF/JPEG; 30k Flash

Loop: 30 sec. limit

Rotation: Non-rotating

Rich Media: Yes, non-expanding

### **Type 2: Big Box (located on FreeFi Networks Splash Screens)**

Pixel Size: 300x250 IAB IMU

Max. File Size: 25k GIF/JPEG; 30k Flash, Video okay

Loop: 30 sec. limit

Rotation: 1x per session; Launches at login

Rich Media: Yes, Expanding okay

### **Type 3: Leaderboard Ad**

Pixel Size: 728x90 IAB IMU

Max. File Size: 20k GIF/JPEG; 30k Flash

Loop: 30 sec. limit

Rotation: Rotating (30 sec. timed rotation)

Rich Media: Flash or standard HTML animation okay; non-expanding

Click button must be applied per our Flash specs:

### **Type 4: ULTRAMERCIAL AD SPECS - see**

**[www.freefinet.com/adspecs](http://www.freefinet.com/adspecs)**

## **FLASH SPECIFICATIONS**

The flash file needs to be equipped with a "click-thru" button that calls a predefined JavaScript function.

To do this open the Flash file in Macromedia Flash (5 or later) and do the following:

1. Create a new layer where the duration equals the flash duration.

2. Add a transparent button to the layer on the click-able part of the banner.
3. Modify the instance of the button.
4. Click on the Actions tab.
5. Choose the action Go To. Change On(Release) to On(Press). Delete Go To and Stop (1). Add Get URL.
6. Set the command to be javascript:advertisernamehandleClickThru() – If there are multiple pieces of creative please identify each command with a unique advertiser name.
7. Click Ok.

**Timeframe/Submission:**

72 hours if ads are to be 3rd Party served  
 48 hours if ads are served by FreeFi Networks

Please send all creative materials to **adops@freefinet.com**

**Additional Notes**

Standard image formats of .gif or .jpg may be FreeFi served or third-party served. Rich media is third party served only. The Client URL can not spawn additional windows on launch, close or at any other point in time. Sound is user initiated only. Before URLs are installed, they must be tested to ensure that the above specs are met. Failure to comply with these specs will result in immediate suspension of placement.

**RICH MEDIA ACCEPTANCE**

Ad Technology/Accept  
 Bluestreak third party Yes  
 Comet Cursor No  
 DHTML Case by Case  
 Enliven No N/A  
 EyeWonder video Yes  
 Flash Yes  
 GIF Yes  
 GIF89 Yes  
 HTML Yes  
 IBM HotMedia Yes  
 Third party Yes  
 Java Yes  
 JavaScript Yes

JPEG	Yes
Point Roll	Yes
Shoshkele	BLU only
Superstitial	Case by Case
Unicast	No
Viewpoint	Yes
VRML	No

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