

Network Ad Specifications

UNIT / PLACEMENT	DIMENSIONS	MAX SIZE TAGGED	MAX SIZE SITE-SERVED	LOOPS	AUDIO ¹	VIDEO ¹	ANIMATION	MAXIMUM SIZE EXPANDED	CREATIVES SERVED BY BATANGA NETWORK			
									FORMAT	3RD PARTY TRACKING	CLICK TRACKING ²	
IN PAGE - IAB STANDARD SIZES												
Wide Skyscraper	160x600	75K	40K	3	no	no	15s max	unit cannot expand	flash, gif, jpg	yes	yes	
Rich Media Wide Skyscraper	160x600	75K	n/a	3	yes	yes	15s max	unit cannot expand	n/a	n/a	n/a	
Rectangle	300x250	75K	40K	3	no	no	15s max	unit cannot expand	flash, gif, jpg	yes	yes	
Rich Media Rectangle	300x250	75K	n/a	3	yes	yes	15s max	unit cannot expand	n/a	n/a	n/a	
Leaderboard	728x90	75K	40K	3	no	no	15s max	unit cannot expand	flash, gif, jpg	yes	yes	
Rich Media Leaderboard	728x90	75K	n/a	3	yes	yes	15s max	unit cannot expand	n/a	n/a	n/a	

IN PAGE CUSTOM UNITS												
Crawler*	990x100	n/a	60K	no	no	no	15s max	unit cannot expand	flash	yes	yes	
Page Push Down*	990x250	n/a	60K	no	yes	yes	15s max	unit cannot expand	flash	yes	yes	

VIDEO AND AUDIO ASSETS												
In-Banner Video	300x250	n/a	30 sec, 512 Mbps	no	yes	yes	n/a	unit cannot expand	wmv, mov, mpg	yes	yes	
Video	320x240 video	n/a	30 sec, 512 Mbps	no	yes	yes	n/a	n/a	wmv, mov, mpg	no	no	
Page Push Down with Video*	990x250	n/a	60K	no	yes	yes	15s max	unit cannot expand	flash	yes	yes	

Note: Lead time for implementation is 3 business days for 3rd Party tagged units, 4 business days for Batanga Network-served units and 7 business days for Batanga Network custom units

TRAFFICKING CONTACT		Flash Creative Implementation	
<p>ALEXIS QUIROGA t: 305 476 2974 ext. 207 aquiroga@batanga.com</p>	<p>1 All audio must be user-initiated. Both audio or video must include a stop button or audio/video on/off toggle.</p> <p>2 The Batanga Network internal ad server does not track clicks for campaigns that are delivered via 3rd party servers.</p> <p>*Please contact us for more information.</p> <p>Tag Format - java script or iframe. We accept 3rd Party tags from Doubleclick, Atlas, Pointroll, Eyewonder, Eyebalster and Mediaplex.</p>	<p>1. Do not embed URL into flash.</p> <p>2. All flash units must have the following getURL action: <pre>on (release) { getURL (_level0.clickTag, "_blank"); }</pre> [Note: case sensitive]</p> <p>3. Provide an alternative run image (.gif or .jpg) for website viewers without flash installed.</p> <p>4. Flash version: 11 or earlier accepted.</p>	