

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			
									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	

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

TRAFFICKING CONTACT	Flash Creative Implementation
<p>ALEXIS QUIROGA t: 305 476 2974 ext. 207 aquiroga@batanga.com</p> <p>SILVIA VEGA t: 305 476 2974 ext. 225 silvia@batanga.com</p>	<p>1. Do not embed URL into flash.</p> <p>2. All flash units must have the following getURL action: on (release) { getURL (_level0.clickTag, "_blank"); } [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: 9 or earlier accepted.</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's internal ad server does not track clicks for campaigns that are delivered via 3rd party servers.</p> <p>Tag Format - java script or iframe. We accept 3rd Party tags from Doubleclick, Atlas, Pointroll, Eyewonder, Eyeblaster and Mediaplex.</p>	