

UNIT / PLACEMENT	DIMENSIONS	MAX SIZE TAGGED	MAX SIZE SITE-SERVED	LOOPS	AUDIO ¹	VIDEO ¹	ANIMATION	MAXIMUM SIZE EXPANDED ²	CREATIVES SERVED BY BATANGA		
									FORMAT	3RD PARTY TRACKING	CLICK TRACKING ³
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	160x600 expands left to 500x600 max	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 In Page	300x250	75K	n/a	3	yes	yes	15s max	300x250 expands left to 500x250 max	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	728x90 expands down to 728x313 max	n/a	n/a	n/a
Half-Page	300x600	75K	40K	3	no	no	15s max	unit cannot expand	flash, gif, jpg	yes	yes
Rich Media Half-Page	300x600	75K	n/a	3	yes	yes	15s max	300x600 expands left to 560x600 max	n/a	n/a	n/a

IN PAGE CUSTOM UNITS											
Wallpaper*	1290x900	n/a	100K	no	no	no	no	unit cannot expand	flash, gif, jpg	yes	yes
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
Page Push Down with Video*	990x250	n/a	60K	no	yes	yes	15s max	unit cannot expand	flash	yes	yes
Audio	Audio file	n/a	30 secs	no	yes	no	n/a	unit cannot expand	.mp3	no	no
Video	320x240 video	n/a	30 sec, 512 Mbps	no	yes	yes	n/a	n/a	wmv, mov, mpg	no	no
Video with 300x250 Companion	320x240 video	n/a	30 sec, 512 Mbps	no	yes	yes	n/a	unit cannot expand	wmv, mov, mpg	no	no
Audio with 300x250 Companion	300x250	75K	40K	3	no	no	15s max	unit cannot expand	flash, gif, jpg	yes	yes
Audio with 300x250 Companion	Audio file	n/a	30 secs	no	yes	no	n/a	unit cannot expand	.mp3	no	no
Audio with 300x250 Companion	300x250	75K	40K	3	no	no	15s max	unit cannot expand	flash, gif, jpg	yes	yes

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

<p>TRAFFICKING CONTACT</p> <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 Expandable ads must be user-initiated and must collapse on mouse-out. Retractable ads must automatically close after 15 seconds and have a clearly visible close button. Any expandable ad that has audio and or video and interacts with the radio player must have the following getURL actions: Example: <pre> skip_btn.onRelease = function(){ getURL("javascript:bradio_gui_TriggerSkipEvent(); void(0);"); } mute_btn.onRelease = function(){ getURL("javascript:bradio_gui_TriggerMuteEvent(); void(0);"); } playpause_btn.onRelease = function(){ getURL("javascript:bradio_gui_TriggerPlayPauseEvent(); void(0);"); } createPlaylistAndPlay_btn.onRelease = function(){ getURL("javascript:createPlaylistAndPlay(18); void(0);"); } </pre> </p> <p>3 The Batanga internal ad server does not track clicks for campaigns that are delivered via 3rd party servers. *Please contact us for more information. Tag Format - java script or iframe. We accept 3rd Party tags from Doubleclick, Atlas, Pointroll, Eyewonder, Eyebalster and Mediaplex.</p>	<p>Flash Creative Implementation</p> <ol style="list-style-type: none"> Do not embed URL into flash. All flash units must have the following getURL action: <pre> on (release) { getURL ("_level0.clickTag, "_blank"); } </pre> [Note: case sensitive] Provide an alternative run image (.gif or .jpg) for website viewers without flash installed. Flash version: 11 or earlier accepted.
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