

UNIT / PLACEMENT	DIMENSIONS	MAX SIZE TAGGED	MAX SIZE SITE-SERVED	LOOPS	AUDIO <sup>1</sup>	VIDEO <sup>1</sup>	ANIMATION	MAXIMUM SIZE EXPANDED <sup>2</sup>	CREATIVES SERVED BY BATANGA			
									FORMAT	3RD PARTY TRACKING	CLICK TRACKING <sup>3</sup>	
<b>IN PAGE - IAB STANDARD SIZES</b>												
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:												
- In Page	300x250	75K	40K	3	yes	yes	15s max	unit cannot expand	flash, gif, jpg	yes	yes	
- In Radio Player	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	

<b>IN PAGE CUSTOM UNITS</b>												
Wallpaper	1290x900	n/a	100K	no	no	no	no	unit cannot expand	flash, gif, jpg	yes	yes	
Crawler	990x97	n/a	40K	no	no	no	15s max	990x97	flash	yes	yes	
Interstitial	640x480	n/a	75K initial, 1MB total	no	yes	yes	10s max	n/a	flash, gif, jpg	yes	yes	
Pencil Push Down								Coming soon				

<b>MEDIA PLAYER PLACEMENT - ACCEPTS VIDEO AND AUDIO ASSETS<sup>4</sup></b>												
Rectangle in Media Player	300x250	75K	40K	3	no	no	15s max	unit cannot expand	flash, gif, jpg	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 300x250	n/a 75K	30 sec, 512 Mbps 40K	no 3	yes no	yes no	n/a 15s max	unit cannot expand unit cannot expand	wmv, mov, mpg flash, gif, jpg	no yes	no yes	
Audio with 300x250 Companion	Audio file 300x250	n/a 75K	30 secs 40K	no 3	yes no	no no	n/a 15s max	unit cannot expand unit cannot expand	.mp3 flash, gif, jpg	no yes	no 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><b>TRAFFICKING CONTACT</b></p> <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><sup>1</sup> All audio must be user-initiated. Both audio or video must include a stop button or audio/video on/off toggle.</p> <p><sup>2</sup> 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.</p> <p><sup>3</sup> The Batanga's internal ad server does not track clicks for campaigns that are delivered via 3rd party servers.</p> <p><sup>4</sup> Media Player Placement ad always utilize two ad files together - a 300x250 banner with either an audio or video file. If only one ad file is available from client/agency, Batanga will provide a house unit as the appropriate second ad file.</p> <p>Tag Format - java script or iframe. We accept 3rd Party tags from Doubleclick, Atlas, Pointroll, Eyewonder, Eyeblaster and Mediaplex.</p>	<p><b>Flash Creative Implementation</b></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>
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ATTRIBUTE	SPECIFICATIONS
Max File:	100KB
Format:	Static single-image .jpg or .gif. Neither animation nor rich media accepted.
Width:	1290 pixels minimum (wallpapers are designed for minimum resolution size of 1280x1024)
Height:	800-900 pixels
Design notes:	<p>In order to accommodate most users' screen resolution, advertiser message and branding elements should be positioned close to the Batanga page borders. If copy or designs that falls outside of designated section then most users will not see it. Any fading to a background color should be included in the image.</p> <p>We recommend using a gradient to a flat color where the main design of the wallpaper ends to continue it outwards. The visual result could be better for users with high resolutions (screen width more than 1260px)</p> <p>Wallpaper background hex color (to appear to the left and right of the wallpaper but not in the center of the page)</p> <p>Wallpaper creative may not deliver any sort of scripting, i.e. Java script.</p> <p>The wallpaper may include a complementary click thru button; this button can be jpg, gif, flash, png.</p>



ATTRIBUTE	SPECIFICATIONS
Initial file max size:	75K
Polite download max:	
Dimensions expanded:	990x100
Assets needed to create ad:	Hex Color Code or image for background bleed should be provided. Max file size for image is 10K
Duration:	Closed by user
Click-through URL:	Must open new window. Must include Closed Option with Java Script: (xxx)

The screenshot shows the batanga.com website interface. A red box highlights a blue banner at the bottom with the text "Muy Pronto..." and several navigation links: "Crea tu Propia Estación", "Envía Mensajes", "Califica Canciones", "Comentarios de Álbumes", "Hazte Fan de Artistas", and "y mucho más...".

Two callout boxes provide specific ad specifications:

- Background Image that matches flash**: height '100px'
- Flash creative**: width '990px', height '100px'



Pencil Push Down Ad Specifications

**COMING SOON!**