

ONLINE CREATIVE SPECS SHEET

WEBSITE AD SIZE	GIF/JPEG	FILE SIZE
Leaderboards	728x90	35K
Skyscraper	160 x 600	35K
Large Rectangle	336 x 280	35K
Search Button	88 x31	8K
Button Ad	125 x 125	35K
Sponsored Links	88 x 90 Logo	Headline: 50 characters; Body: 130 characters & 15K max

RICH MEDIA	SIZE	FILE SIZE
Home Page Takeover	640x480	35K
Interstitial	640x480	35K
Peelback	TBD	35K
Footer Bar	Site width x 25	35K

RICH MEDIA CREATIVE FORMATS	
Type	Size
HTML	15K
Flash	30K
IFrames	20K
Javascript	20K
DHTML	20K
Audio	50K

Mechanical Specifications & Instructions for Online Advertising

Flash, Image or HTML accepted.

When using Flash files please provide the swf and the compatible gif/jpeg file to ensure that users who do not have Flash installed on their computer will see the gif/jpeg equivalent of the ad. In order to track clicks, all Flash ads must contain an invisible button layer, coded with the following clickTAG script:

```
on (release) {
getURL (clickTag, "_blank");
}
```

Interactive creatives, floating ads, or in-creative streaming video that exceeds a 30K file size may be served by an approved third party media agency that specializes in interactive units.

- Sound/Audio and movie clips must be user-initiated. Auto starting video and audio will not be accepted
- Popups and overlays must contain a manual close button

All materials are due at least 5 business days before start date.

Mechanical Specifications & Instructions for Newsletter Advertising TWICE Newsletters are available in both HTML format and TEXT format. Because our subscribers choose the version they would like to receive, advertisers must provide creative for both HTML and TEXT emails.

Advertisers are requested to adhere strictly to materials deadlines. TWICE.com will apply best efforts to fulfill impressions goals in the event that creative is late, but guarantees will be reduced pro rata each day post-deadline.

General Policies

All advertisements must be approved by TWICE before appearing on the website. We reserve the right to reject any ad for any reason whether or not it meets the standards described herein.

Ads may not use the name, logo, or look and feel of TWICE or any of their respective products or features without our consent

Please direct any other mechanical questions to Nicole Spell at 646-746-6587

Send all advertising materials to nspell@reedbusiness.com

TWICE eNewsletter Specs:

Static Ad formats: gif and jpeg 72 dpi, indexed or RGB Color. No interlaced gifs, max file 100k

Gifs can be set at 8 bit, animation allowed, file size not to exceed 100k, slow animation preferred (5 layers max), blinking ads are prohibited

Ads in Flash format are not allowed as most email clients block flash content

Please supply exit destination URL

Creative is due three to five business days before scheduled launch date

Submit creative materials to: adsentertainmnet@reedbusiness.com. Subject line should follow this format:

"AC-Advertiser Name-Newsletter Name-Deployment Date(s) of Newsletter"

Example: AC-XYZ Electronics-TWICE Daily-3/18/09

****Note:** MS Outlook 2007 users cannot view animated eNewsletter banner ads. Only one frame of the animation will appear.