

Weight of the banner and prices

The weight of the banner is limited in relation to the size of the banner.

The weight requirements are below:

<u>.gif & .jpeg banners:</u>		<u>price per month</u>			<u>Discounted annual rates</u>		
		uk£	us\$	Euros	uk£	us\$	Euros
120 x 90	12 k	29	58	40	173	346	242
468 x 60	15 k	94	187	131	562	1,123	786
88 x 31	5 k	25	50	35	150	300	210
160 x 600	20 k	427	853	597	2,560	5,120	3,584
180 x 150	15 k	90	180	126	540	1,080	756
300 x 250	20 k	333	667	467	2,000	4,000	2,800
728 x 90	20 k	291	582	408	1,747	3,494	2,446

Rich Media banners (Flash):

120 x 90	15 k	51	102	71	306	612	428
468 x 60	30 k	217	434	304	1,303	2,606	1,824
160 x 600	30 k	670	1,340	938	4,020	8,040	5,628
180 x 150	30 k	210	420	294	1,260	2,520	1,764
300 x 250	30 k	530	1,060	742	3,180	6,360	4,452
728 x 90	30 k	467	934	654	2,801	5,602	3,921

These are maximum limits. If the banners are more than the listed weights, they will be rejected.

Design & Animation

Ads may not employ rapid flashing animation of any graphic, copy, or background element(s).

Banners should be encased in a border and distinct from the content.

If borderless, a banner must contain the advertiser's name to signify that it is an ad creative banner, not content.

Banners must have an end-frame or continuous looping.

URL Specs

The target URL or click-through URL may not exceed 250 characters.

The URL provided must be viewable in Microsoft Internet Explorer 6.x, 7.x and Firefox 1.x and 2.x.

Capital or lowercase letters (A through Z or a through z), Numbers, 0 through 9,

Special characters / ~ _ ? - # = | ; \$ @ & + % ! * " ' ().

No Commas are allowed.