

## SPECIFICATIONS

## GENERAL

- Creations should be sent once only in form of full set of materials used for the campaign
- Creations must not exceed maximum value of particular advertising forms (size, height, width)
- Creation must not occupy more than 20% medium class processor potential ( Intel C2D 2Ghz ). Load tests should be conducted under Windows system in Internet Explorer, Firefox, Opera browsers
- (swf) animation must not exceed value of 25 fps (frames per second)
- Creations that load data from external servers are prohibited

## PROHIBITED

- Use of creations that load data from external servers
- Use of scripts that change browser window
- Use of creations that may trigger errors or warnings
- ArabHorseUniverse shall reserve the right to refuse to display creation on the website
- All advertisements must be sent at the latest a week before planned display

## MAXIMUM ACCEPTABLE VALUES

## STANDARD FORMATS

Name	Dimensions	Size	Format
Banner	600x100	15kB	
Mini Banner	215x150	15kB	
Billboard	930x150	30kB	jpg, gif, swf
Skyscraper	244x700	30kB	

## FORMATS WITH EFFECTS (SCROLL, EXPAND)

Name	Dimensions	Size	Format
Banner Scroll	600x100	20kB	jpg, gif, swf
Banner Expand	600x100- > 600x200	15kB	
Billboard Expand	930x150 -> 930x300	30kB	
Billboard Scroll	930x150	30kB	
SkyScrapperExpand	244x700 -> 250x700	30kB	
Scroll Footer	600x150	40kB	

## LAYERED FORMATS

Name	Dimensions	Size	Format
Film/Trailer	4x3	30Mb	swf
Toplayer	400x300	40kB	

## GENERAL MATERIAL REQUIREMENTS

### JPG/GIF CREATIONS

The creation must comply with general specifications.

### SWF CREATIONS

The creation must comply with general specifications.

All materials must include `_root.clickTag` variable.

Possibility to prepare a creation that directs to landing pages, according to clicked part of the creation.

Sound must not be looped, the creation must include a mute button.

### EXPAND AND SCROLL CREATIONS WITH EFFECTS

Scroll creations must include a close „X“ button in the upper right corner.

After moving the cursor over Expand creations they must unfold to maximum size (width/height) as presented in the chart above.

### FILM/TRAILER CREATIONS

Swf format creations.

The creations must include stop and restart buttons.

The creations must include a mute button.

The creations from external servers: Youtube and Vimeo are acceptable.