

## 2010 Web Site Specs

### Flexible Ad Formats Designed to Maximize Results

#### ACCEPTED CREATIVE

##### GIF or JPEG

- Maximum file size: 50k
- Resolution: 72 dpi
- Frames and Looping Restrictions:  
Maximum 4 frames with 3 loops
- Recommended animation length: 30 seconds

##### Flash and other Rich Media

##### (Accela EyeBlaster, PointRoll, etc.)

- Flash must include proper clickTAG that opens target URL in new browser window
- Animation Length: 15 seconds or 30 seconds
- Maximum file size: 100k
- Audio: User-initiated with pause/stop/play controls
- Audio: Sound On/Off controls must be present
- Video: .FLV (maximum file size 1.2 MB)
- Video may auto-play or display via a user-initiated sub-load
- Maximum Frame Rate  
Flash: 20 fps  
Video: 30 fps



All major third-party ad serving accepted.

Whenever possible, the Target Marketing Group follows guidelines set by the Interactive Advertising Bureau (IAB). For more information, visit <http://www.iab.net>.

Please submit all DoubleClick Site Directory RFPs to: [ryoegel@napco.com](mailto:ryoegel@napco.com)

*For more information, please contact your advertising sales representative or contact Rob Yoegel, Vice President/e-Media, at (215) 238-5344.*