

	Image Specifications			Flash Specifications		Video Specifications			Expandable Specifications				Other Specifications (All Ads)		
	Size (Pixels)	Max File Size	Flash File Size	Animation	Video File Size	Video Specifications	Video Controls	Expandable File Size	Expandable Specifications	Expandable Control	Alt Text (Optional)	3rd Party	Sound		
<b>Leaderboard</b>	728x90	25KB	initial 40KB, up to 100KB polite download	:30 max, unlimited looping	initial 40KB, up to 1.2MB polite download	:30 max for initial movie, 20 fps max	<ul style="list-style-type: none"> <li>• "Close X"</li> <li>• Play</li> <li>• Pause</li> <li>• Rewind</li> <li>• Volume</li> </ul>	Initial 40KB, up to 80KB polite download	Expands 3x down vertical (728x270)	"Close X" must be visible. Mouse-over/ mouse-off or click- open/click-close functionality accepted.	60 characters max	Yes	User-initiated only		
<b>Skyscraper</b>	160x600	25KB	initial 40KB, up to 100KB polite download	:30 max, unlimited looping	initial 40KB, up to 1.2MB polite download	:30 max for initial movie, 20 fps max	<ul style="list-style-type: none"> <li>• "Close X"</li> <li>• Play</li> <li>• Pause</li> <li>• Rewind</li> <li>• Volume</li> </ul>	Initial 40KB, up to 80KB polite download	Expands 3x horizontal to the right (480x600)	"Close X" must be visible. Mouse-over/ mouse-off or click- open/click-close functionality accepted.	60 characters max	Yes	User-initiated only		
<b>Billboard</b>	120x600	25KB	initial 40KB, up to 100KB polite download	:30 max, unlimited looping	initial 40KB, up to 1.2MB polite download	:30 max for initial movie, 20 fps max	<ul style="list-style-type: none"> <li>• "Close X"</li> <li>• Play</li> <li>• Pause</li> <li>• Rewind</li> <li>• Volume</li> </ul>	Initial 40KB, up to 80KB polite download	Expands 3x horizontal to the right (360x600)	"Close X" must be visible. Mouse-over/ mouse-off or click- open/click-close functionality accepted.	60 characters max	Yes	User-initiated only		
	300x250	25KB	initial 40KB, up to 100KB polite download	:30 max, unlimited looping	initial 40KB, up to 1.2MB polite download	:30 max for initial movie, 20 fps max	<ul style="list-style-type: none"> <li>• "Close X"</li> <li>• Play</li> <li>• Pause</li> <li>• Rewind</li> <li>• Volume</li> </ul>	Initial 40KB, up to 80KB polite download	Expands 2x horizontal to the left (600x250)	"Close X" must be visible. Mouse-over/ mouse-off or click- open/click-close functionality accepted.	60 characters max	Yes	User-initiated only		
	300x300	25KB	initial 40KB, up to 100KB polite download	:30 max, unlimited looping	initial 40KB, up to 1.2MB polite download	:30 max for initial movie, 20 fps max	<ul style="list-style-type: none"> <li>• "Close X"</li> <li>• Play</li> <li>• Pause</li> <li>• Rewind</li> <li>• Volume</li> </ul>	Initial 40KB, up to 80KB polite download	Expands 2x horizontal to the left (600x300)	"Close X" must be visible. Mouse-over/ mouse-off or click- open/click-close functionality accepted.	60 characters max	Yes	User-initiated only		
<b>Half Page</b>	300x600	25KB	initial 40KB, up to 100KB polite download	:30 max, unlimited looping	initial 40KB, up to 1.2MB polite download	:30 max for initial movie, 20 fps max	<ul style="list-style-type: none"> <li>• "Close X"</li> <li>• Play</li> <li>• Pause</li> <li>• Rewind</li> <li>• Volume</li> </ul>	Initial 40KB, up to 80KB polite download	Expands 2x horizontal to the left (600x600)	"Close X" must be visible. Mouse-over/ mouse-off or click- open/click-close functionality accepted.	60 characters max	Yes	User-initiated only		
<b>OPA XX Box</b> Page turn functionality with Video Capability	468x648	25KB	initial 40KB, up to 100KB polite download	:30 max, unlimited looping	initial 40KB, up to 1.2MB polite download	:30 max for initial movie, 20 fps max	<ul style="list-style-type: none"> <li>• "Close X"</li> <li>• Play</li> <li>• Pause</li> <li>• Rewind</li> <li>• Volume</li> </ul>	Initial 40KB, up to 80KB polite download	Expands 2x horizontal (936x648)	"Close X" must be visible. Mouse-over/ mouse-off or click- open/click-close functionality accepted.	60 characters max	Yes	User-initiated only		
<b>OPA Pushdown</b>	970x66	25KB	initial 40KB, up to 100KB polite download	:30 max, unlimited looping	initial 40KB, up to 1.2MB polite download	:30 max for initial movie, 20 fps max	<ul style="list-style-type: none"> <li>• "Close X"</li> <li>• Play</li> <li>• Pause</li> <li>• Rewind</li> <li>• Volume</li> </ul>	Initial 40KB, up to 80KB polite download	Expands 6x down vertical (970x418)	"Close X" must be visible. Mouse-over/ mouse-off or click- open/click-close functionality accepted.	60 characters max	Yes	User-initiated only		
<b>Newsletter Logo/Text</b>	250x100	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a		

## Flash Banner Ad Specifications

- TopTenREVIEWS accepts Flash versions 5 or higher.
- For Flash only: The use of audio streams that last one second or longer must be initiated by click only with a clearly labeled "Audio on/off" button and must start in the off position. Sound under one second is allowed for mouse-over events (this refers to "click or "beep" sounds). However, if deemed too distracting, TopTenREVIEWS reserves the right to ask the advertiser to remove the sound.
- Your Flash file must not exceed 50K. Up to 4 additional streams may load upon user click. Each additional stream may not exceed 100K. Each stream must be initiated by separate clicks.
- Make sure the dimensions of the movie meet the specs for the ad you are creating.
- Frame rate may not exceed 30 frames per second due to performance considerations. Banners that exceed 30 frames per second will not be accepted.
- 1 For best video quality, the video framerate should be equal to or half of the flash animation frame rate. (e.g. a good combination would be: animation=30 fps / video=30fps, animation=30fps / video=15fps or animation=24fps / video=12fps).
- Flash click tracking conforms to Adobe's clickTAG tracking standard. Additional hard-coded links are not permitted.
- Loading files from cross domains is not permitted for security reasons.
- All Creative is subject to approval by TopTenREVIEWS

## Flash 6 Specifications

- The Flash 6 SWF file CAN be published as compressed.
- Loading JPGs, WAVs, and MP3s are allowed and must follow the same rule as additional SWF files of no more than 4 @ 100k each. All additional files must be hosted by Yahoo!.
- The use of Shared Objects is not permitted.
- Accessing the Users Microphone or WebCam is not permitted.

## Flash 7 & 8 Specifications

- All Flash 6 specs apply to Flash 7 & 8 ads.
- Streaming video is allowed when using FLV streaming format. FLV files are treated the same as additional SWF files of no more than 4 @ 100k each.

## Ad Guidelines Policy

- Advertisements cannot mislead the user. For example, they may not mimic or resemble Windows/Mac/Unix dialogue boxes, error messages, or the like
- Advertisements cannot force an alert, a dialog or an installation of a plug-in or software, or require personal information
- No bait-and-switch. All ad offers must match the landing page offers exactly
- Advertisements cannot resemble TopTenREVIEWS content including reviews, awards or endorsements
- No strobbing on animated GIFs or Flash. TopTenREVIEWS has the right to reject any ad that is distracting to the normal reading of page content
- Advertisement must have a border
- Advertisements cannot contain graphics that simulate interactivity (i.e., drop down menus, search boxes, etc.) without that functionality actually existing. NO fake or simulated HTML interactivity
- Advertisements cannot mimic news headlines in design, tone, 3rd person sentence structure, or topic
- TopTenREVIEWS does not allow 3rd party serving of HTML/JavaScript code
- Cookies may not be set on the TopTenREVIEWS network
- Pornographic, violent or obscene advertisements are not allowed. TopTenREVIEWS reserves the right to preserve the user experience of its sites, and reserves the right to remove any advertisement which is deemed annoying, inappropriate and/or harmful to our users at any time