

# Ad Specifications

Display Ads	Sizes Available	Flash	Fileformat or Third-Party	Animation Time	Frame Rate	FLASH specs	Notes / Additional Specs
MESSENGER TAKEOVER	723x639	MAX 50kB	FLASH, JPEG, GIF, Javascript, HTML, DHTML	<15 seconds	<30 fps	//Action script...on(release) { getURL(_root.clickTAG,"_blank"); }	* Sound must be user initiated by mouse over or playbutton action * 50% height, 50% width of the screen, independent of screen resolution * eBuddy uses Iframes for the 300x250 and 728x90. Ads must have an Iframe buster implemented on our domain to enable bursting. If the cornerad/peeloff is served from the 1x1 position it does not require a bursting script.

Mobile Ads	Sizes Available	Fileformat or Third-Party	Clicktracker	Animation Time	Notes / Additional Specs
MOBILE ADS	300x50, 216x36, 168x28, 120x20	PNG / GIF 10kB	HTML	n/a	* Must be a mobile landingpage * Gif must be non-animated * Javascript is only allowed for iPhone/Lite and must be tested prior to launch

PSP AD	480x240	PNG / GIF 10kB	HTML*	n/a	* Must be a mobile or PSP custom landingpage
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eBuddy, the Global Leader in Web & Mobile Messaging

eBuddy HQ | Keizersgracht 585 | 1017 DR Amsterdam | The Netherlands | +31 (0)20 514 1420  
 eBuddy UK | 131-151 Gt. Titchfield Street | W1W 7BB London | United Kingdom | +44 (0)203 178 8345  
 eBuddy SF | 1355 Sansome St. | CA 94111 San Francisco | United States of America | +1 415 345 7700

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CORNERAD / PELOFF (COLLAPSED STATE)	50% width, 50% height of the corner of the screen*	100kB	FLASH, JPEG, GIF, Javascript, HTML, DHTML	<15 seconds	<30 fps	//Action script...on(release) { getURL(_root.clickTAG,"_blank"); }	* Sound must be user initiated by mouse over or playbutton action * 50% height, 50% width of the screen, independent of screen resolution * eBuddy uses iframes for the 300x250 and 728x90. Ads must have an iframe buster implemented on our domain to enable bursting. If the cornerad/peloff is served from the 1x1 position it does not require a burstingscript.
WALLPAPER	1268x955	100kB*	PNG, JPEG, PSD	n/a	n/a	n/a	* The size of the wallpaper depends greatly on the average resolution of the country in which it is served. We prefer material to be sent in the highest available resolution and will adapt it accordingly. * The size specs refer to the wallpaper in live environment, not the size of the delivered material. * A separate click url/link must be delivered for the wallpaper * Wallpapers are measured in double amounts as each side of the wallpaper (Left and Right of the login area) measures impressions
PRESTITIAL (SPLASHPAGE)	800x600*	40kB	FLASH, JPEG, GIF, Javascript, HTML, DHTML	<10 seconds	<30 fps	//Action script...on(release) { getURL(_root.clickTAG,"_blank"); }	* Sound is allowed at 20% of normal volume and a clear 'turn off sound' button must be displayed in a corner of the screen. * The size described is an indication. Both width and height are variable. * Prestitial Ads have a maximum duration limit of 10 seconds. * Third party code in javascript or HTML file. * If flash is video, .swf container <40kB. Video in .flv <2MB
INTERSTITIAL	720x600*	40kB	FLASH, JPEG, GIF, Javascript, HTML, DHTML	<10 seconds	<30 fps	//Action script...on(release) { getURL(_root.clickTAG,"_blank"); }	* Sound is allowed at 20% of normal volume and a clear 'turn off sound' button must be displayed in a corner of the screen. * Width is variable, the height is fixed due to technical limitations * Interstitial Ads have a maximum duration limit of 15 seconds. * Third party code in javascript or HTML file * If flash is video, .swf container <40kB. Video in .flv <2MB
TAB	40x40	15kB	JPEG, GIF, PNG	n/a	n/a	n/a	
TAB PAGE	450x390	100kB	FLASH, JPEG, GIF, Javascript, HTML, DHTML	<15 seconds	<30 fps	//Action script...on(release) { getURL(_root.clickTAG,"_blank"); }	* Sound must be user initiated by mouse over or playbutton action * Tabpage must be filled fully to 450x390 pixels
BANNER IN CHAT	350x28	10kB	JPEG, GIF, PNG	<15 seconds	<30 fps	//Action script...on(release) { getURL(_root.clickTAG,"_blank"); }	n/a

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Non-Display Ads	Sizes Available	HTML-based	Third-Party	Notes / Additional Specs
TEXTLINK	n/a	n/a	HTML	* Content, Max 75 characters, link

Homepage Takeover (HPTO)	Sizes Available	HTML-based	Third-Party	Notes / Additional Specs
HPTO	120x90, 728x90, 300x250, Textlink, Wallpaper	Specs per bannersize are specified in this document	Specs per bannersize are specified in this document	* Specs per bannersize are specified in this document

Other Concepts	Sizes Available	Notes / Additional Specs
ALL OTHER CONCEPTS	All	<p>Most of the specifications in this document conform to IAB standards. If there is a unique format demand of any kind this can be concurred with our AdOperations department.</p> <p>Examples:</p> <p>Hosting Abilities: Video Streaming / Hosting, Forward-to-a-Friend, Polling, Hosting of downloadable content if needed, Social networking tools to allow for portability of our content online, Cross Doomain Allowance</p> <p>Metrics: Expanded Display Time, Expanded Interaction Time, Number of Expansions and Contractions, Manual Closes, Conversions, Video Plays (if applicable), Video Completions (if applicable), Any Added Custom Interactions</p> <p>For additional technical information and/or questions, please contact: <a href="mailto:traffic@ebuddy.com">traffic@ebuddy.com</a></p>

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