FORESTERMEDIA Production Specifications: WEB

File Size & Dimensions

Site Banners: 1–7		
1. Custom Lead Banner	990 x 36	40k
2. Half Banner	234 x 60	24k
3. Large Rectangle	336 x 280	60k
4. Rectangle	180 x 150	38k
5. Skyscraper	300 x 600	80k
6. Medium Rectangle	300 x 250	60k
7. Full Banner	468 x 60	48k
E-Newsletter: 8–9		
8. Half Banner	234 x 60	24k
9. Vertical Banner	120 x 240	48k

Design Charges

Standard	
Banners 1-9	$ 350
Animated	
Banners 1-7	$1,000
Standard-Animated Package	
Animated: 3, 5, 6 All others standard	$ 550

File Formats

GIF, JPEG, SWF, FLA

Design Specs

- 72-dpi resolution
- 1-pixel-wide border (Flash ads: 2 pixels)
- Must meet maximum file-size limitation

Animated Ads: Flash (not advised for e-newsletter)

- Flash is preferred.
- Submit ONE Flash file (SWF 8.0 max), accompanied by FLA file, plus alternate image (GIF or JPEG).
- Borders: 2-pixels required
- Maximum duration: 15 seconds; maximum loops: three
- Set looping to FALSE
- Frame rate maximum: 24 frames per second. 12 is preferred.
- No non-user-initiated audio or video interaction
- Obvious "Play" and "Stop" buttons required
- "Volume" and "Replay" buttons highly recommended
- Button must emcompass entire ad area throughout entire timeline
- No loading files from cross domains
- Use button symbol (not movie clip) with the following on the action tab (necessary for tracking your ad clicks):

```
on (release){
getURL ("http://www.yourdomain.com", "_blank");
}
```

For detailed instructions go to **www.forester.net/specs**.

Animated Ads: GIFs

- The GIF should have at least two seconds between frames, with a maximum of six frames.
- If a smooth transition between frames is desired, the ad should be created in Flash.

Delivery & Implementation

- Indicate the URL to which banner should link.
- Allow five business days to process and load.
- Specialized rich media ads and e-mail creative may require longer lead times.
- Send all banners at one time. Schedule their appearance any way you like.

Forester Media Design Services

If you would like help creating your ad banners, contact your ad sales representative.

Forester Media Advertising Policy

While advertisers have creative liberty designing their ads, Forester Media reserves the right to reject advertising and request revisions based on content, user impact, distraction factors, and other situations it deems, in its sole opinion, not in keeping with its standards. Banners may not be overly distracting to the user. Ads must not mimic "alert" windows or false computer message screens, be designed to blend in with the site and/or mimic editorial fonts or colors, or include fake form elements of other graphic symbols that mimic functionality that does not exist.

Movie Specifications

Given on a case-by-case basis.

Need Help?

If you have questions about building your ad, please call our Production Department at 805-679-7640, or e-mail production@forester.net.