

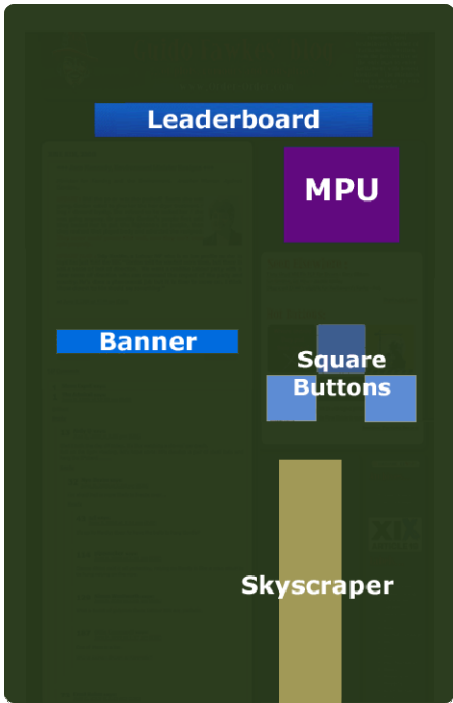


As a MessageSpace advertiser, you will be provided access to our ad-server's control panel, and this will allow you to track your campaign's progress in real-time.

We're always available to help – just e-mail us at [sales@messagespace.co.uk](mailto:sales@messagespace.co.uk) or call our office on 020 7833 3094.

### Creative Sizes

MessageSpace sites accept rich-media (jpg, gif, animated gif, swf, png) creatives, and third-party HTML ads (Atlas, Falk, DoubleClick, Eyewonder, PointRoll, RightMedia, TangoZebra, etc), with the following size combinations:

<i>Ad positioning on a website</i>	<i>Ad sizes</i>
	<ul style="list-style-type: none"><li>• <b>728 x 90 pixels – Leaderboard</b></li><li>• <b>468 x 60 pixels – Banner</b></li><li>• <b>300 x 250 pixels or 300 x 300 pixels – MPU</b></li><li>• <b>125 x 125 pixels – Hot (Square) Button</b></li><li>• <b>160 x 600 pixels – Wide Skyscraper</b></li></ul> <p><i>Premium sizes:</i></p> <ul style="list-style-type: none"><li>• <b>728 x 400 pixels – Premium Expandable Leaderboard</b></li><li>• <b>468 x 300 pixels – Premium Hybrid Banner</b></li><li>• <b>300 x 600 pixels – Premium half-page MPU</b></li></ul>

We're always willing to talk about other/new creative formats – so get in touch.

### File Types

We work with static JPEGs, animated GIFs, and Flash/SWF files. We require that you send us the source files (.fla, .psd, etc) AND all font files (Windows versions) as well.

### Expandable Ad Specifications

Expanding ads (that expand, jump or scroll out of the ad space) **are** supported, but must be served by third-party suppliers. These ads must adhere to the following standards:

- Any sound must be user-initiated by a mouse click.
- Banner must contract on roll off.
- The page must be restored to normal after the banner contracts.

## Flash Click-tracking

Flash/swf files must be encoded using Macromedia's clickTAG technique. Your Flash banner creative should have a button covering the entire area of the banner that uses the getURL action along with the 'clickTAG' variable and "\_blank" as the target window parameter. Here is what the code for the button should look like:

```
on (release) {
    if (clickTAG.substr(0,5) == "http:") {
        getURL(clickTAG, "_blank");
    }
}
```

## Important things to note:

- **'clickTAG' is case-sensitive.** Make sure you reference it just as it appears here.
- **You must use "\_blank"** as a parameter for getURL. "\_top" "\_parent" or "\_self" will not work correctly.
- We only support **one clickTAG per banner.**
- Your creative can not contain any frame anchors

More information: [http://www.adobe.com/resources/richmedia/tracking/designers\\_guide/index.html](http://www.adobe.com/resources/richmedia/tracking/designers_guide/index.html)

## Unsupported Ads

Ad code that contains ILAYER, LAYER, or NOLAYER tags is not supported by MessageSpace due to cross-browser compatibility and stability issues. Mail-to fields are not supported, because of user-experience issues with this functionality (the user may not have e-mail, their e-mail may not be configured to accept this functionality, etc.)

## Checklist

Please ensure that the linking URL is live prior to submitting to MessageSpace.

Linking URLs may not exceed 200 characters

Flash creatives must render the destination Web site at the top of the page or within a new window rather than within the frame of the ad space

If submitting a Flash ad, please ensure that you also submit a backup rich media (non-Flash, non-Javascript) ad.

All creatives must be delivered to MessageSpace at least 24 hours prior to a campaign start date.