

## Komli Creative Specifications

Placement	Ad Size	File Size	Animation	Looping	Delivery Method	Rich Media Accepted
Banner	468x60	20K	10 Seconds	3 Loops	GIF/JPEG, Flash or Third-Party Ad Tags	In-banner, Expandable
Skyscraper	120x600 160x600	20K				In-banner, Expandable
Rectangle	300x250	20K				In-banner, Expandable
Leaderboard	728x90	20K				In-banner, Expandable
Pop-under	720x300	40K	Unlimited	Unlimited		In-banner
Transition	700x500	50K	10 Seconds	Unlimited		In-banner

## Format Descriptions

- **In-banner**  
An ad that features animation that remains within the boundaries of the ad.
- **Expandable Banner**  
An ad that expands beyond its original size at the initiation of the user or host.
- **Pop-under**  
An ad that appears over or under a Web page in a separate browser window.
- **Transition**  
A full-page ad that appears between two user-requested Web pages. The ad is initiated when a user clicks from one page on a website to another.

## Rich Media

### Certified Rich Media Vendors

The following third-party rich media vendors can be used.

Atlas Rich Media  
BlueStreak  
CommFlash  
DART Motif  
Eyeblander  
EyeWonder

Klipmart  
PointRoll  
Oddcast  
UnitedVirtualities  
Unicast/Viewpoint

### **Third-party Ad Servers and Tag Formats**

The following third-party ad servers can be used.

AdServer  
AdDynamix  
AtlasDMT  
BlueStreak  
BridgeTrack

DoubleClick (DART)  
Falk  
Mediaplex  
Poindexter  
Zedo

### **Third-party Tag Formats**

- Standard Tags (IMG/HREF URLs)
- IFRAME-must allow publisher click tracking
- JavaScript-must allow publisher click tracking

We require that all tags be submitted with implementation documentation for cache-busting requirements and publisher click-tracking support.

### **Rich Media Guidelines**

#### **Audio**

- Must contain clearly visible mute/stop functionality.

#### **Video**

- Must contain visible stop/play and pause or mute functionality.
- Accompanying audio for video ads should be user-initiated.
- Maximum play time allowed is 30 seconds.

#### **Expandable**

- User-initiated expandables should be on mouse-over or click and should support a close button and minimize on mouse-off.
- Host-initiated expandables must have a close button.