



	<b>Banner Size</b> (pixels)
	600 x 60 (Horizontal)
	120 x 600 (Tower)
<b>Home Page</b>	336 x 280 (Boom Box)
	100 x 300 (Side Hanger)
	Sponsor Link (Text)
	600 x 60 (Horizontal)
	120 x 600 (Tower)
<b>Non Home Page</b>	336 x 280 (Boom Box)
	100 x 300 (Side Hanger)
	Sponsor Link (Text)

### Creative Specifications

1. Web Banner: 4 or 8 bit GIF files or Flash files (.swf and .fla required + alternate jpg or gif for non-flash users – CS3 compatible), 39KB maximum file size.
2. E-Newsletter Text Sponsorship: Header – 55 characters maximum, Body – 300 characters maximum, URL – 255 characters maximum (includes spaces and all punctuation marks).
3. Sponsored Link: Text – 300 characters maximum, URL – 200 characters maximum (includes spaces and all punctuation marks).