

Advertising Options:

| Run of Network Banner Ads | | | | |
|---------------------------|---------------------|-----------------------------|----------------------|--------------------------|
| Position Name | Dimensions (pixels) | File Size (Maximum in K) | Animation Time Limit | Cost Per Month |
| Leader board | 728 X 90 | 20k file limit | 15 seconds/3 loops | INR 1,75,000 USD 3805 |
| Skyscraper | 125 x 600 | 20k file limit | 15 seconds/3 loops | INR 2,25,000 USD 4892 |
| IMU (Boom Box) | 336 x 280 | 20k file limit | 15 seconds/3 loops | INR 1,10,000 USD 2391 |
| Tile | 125 x 125 | 20k file limit | 15 seconds/3 loops | INR 1,15,000 USD 2500 |
| Island | 300 x 250 | 20k file limit | 15 seconds/3 loops | INR 1,00,000 USD 2174 |

Run of Network Banner Specifications

- GIF, JPEG, HTML, & text only – Two business days prior to start date
- Flash – Five business days prior to start date

Display Ad Specifications

Maximum file size for online ad units is 20k (15k for tiles). Acceptable banner types:

- Gif
- DHTML
- Flash
- IFRAME
- Java Applets
- Enliven Ads
- CGI
- 3rd Party Tags
- Eye blaster
- HTML
- Shockwave
- Point roll

Submission Guidelines

- Send all creative at : durgaprasad.talithaya@ubm.com
- Linking URL must be submitted with creative