

# MECHANICAL SPECIFICATIONS



# Newsletters



Primedia Business uses DoubleClick DART for all of its ad serving.

## BANNER FORMATS

Currently Accepted: GIF, Animated GIF, JPEG, HTML, Flash, Unicast. Will accept for testing: Enliven, Bluestreak, DHTML, Audio, Real.  
Non-accepted formats: Java, Java Applet, Video

## 3RD PARTY AD SERVING

Primedia Business will accept most 3rd Party Ad tags including DART, Acknowledge, 24/7 and L90. all 3PAS must be accompanied by anti-caching documentation.

## DIMENSIONS ( IN PIXELS)

- 468 x 60
- 234 x 60
- 180 x 150 (Magazine Sponsor)
- 234 x 400 (Spotlight On ad unit)

## FILE SIZES AND LOOPING

Max File Size = 468 x 60, 180 x 150: 15K; 234 x 400: 25K; 234 x 60: 8K  
Max Frames = 4  
Looping = 3 times

For any questions about technical specifications not answered herein please contact:

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