



## NeuLion Ad Serving SPECS

PLACEMENTS	LOOP	.GIF/ .JPEG	.SWF FLASH**	RICH MEDIA	EXPANDABLE
<b>728x90</b> Leaderboard	3x	35K Max	35K Max	40K initial load. 15 sec animation. Polite, roll in/out, sounds must be user initiated. Close button	(Down) 728x180
<b>300x250</b> Big Box	3x	35K Max	35K Max	40K initial load. 15 sec animation. Polite, roll in/out, sounds must be user initiated. Close button	(Left) 600x250
<b>160x600</b> Wide Skyscraper	3x	35K Max	35K Max	40K initial load. 15 sec animation. Polite, roll in/out, sounds must be user initiated. Close button	(Left) 320x600
<b>720x300</b> Pop-Under	3x	40K Max	40K Max	Mandatory close button. 15 Sec Animation	N/A
<b>468x60</b> Full Banner	3x	35K Max	35K Max	Currently No Rich Media - GIF/JPEG ONLY	N/A
<b>120x90</b> Logo	3x	10K Max	10K Max	Standard rich media	N/A
<b>1x1</b>	N/A	N/A	N/A	40K initial load. 15 sec animation. Polite, sounds must be user initiated. Close button	N/A

**\*\* .SWF FLASH Ads should be accompanied by GIF/JPEG Back Up Files**

All FLASH creative should include this click tag script:

*On (release){getURL (\_level0.clickTag, "\_blank");}*

**All JTVS E-mail creative (160x600 & 728x90) must be standard JPEG/GIF creative**

<b>PRE-ROLL: Flash Platform</b>	Dimension: 480x360 .flv
	Video: 600 kbps
	Audio: 48 kbps, with sampling rate at 22k Hz Stereo
	Codec for video: VP6
	Codec for audio: MP3
	Framerate: 29.97 fps
	Bitrate: pending - a higher bitrate if the ad has fast-moving scenes; somewhat less if fairly static
	Companion ads: 728x90, 300x250, 160x600
Companion ad media: .jpeg, .gif, rich media (pending)	
<b>PRE-ROLL: Windows Media Platform*</b>	<b>*WINDOWS MEDIA PLATFORM: JumpTV   JumpTV Latino   Talfazat   WCQ  </b>
	Dimension: 320x240 .wmv
	Video: CBR Windows Media Video 9
	Audio: CBR Windows Media Audio 9
	Audio format: 128kbps, 48 kHz, stereo