

**RICH MEDIA**

FORMAT CATEGORY	W x H	MAX INITIAL LOAD FILE SIZE	ADD'L FILE WEIGHT (POLITE DOWNLOAD)	FLASH SPECIFICS	AUDIO INITIATION	MAXIMUM ANIMATION LENGTH	CONTROLS
In-Page Flash	Same as Static Ad Sizes	30 KB	60 KB	18 fps	User Intiated (on click)	15 sec	N/A
In-Page Video Units	Same as Static Ad Sizes	40 KB	1.2 MB				– Control = “Close X”, Play, Pause, Rewind, Volume – Font = 16 pt
Expandable / Retractable Units	Same as Static Ad Sizes Ads may expand 2X the initial ad size	40 KB	80 KB	18 fps	User Intiated (on click)	Expansion: 3 sec if no user interaction– Up to 15 sec within ad	– Control = “Close X” – Font = 16 pt – Location = On Edge of Original (non-expanded) unit – Feature = Enable Mouse-off Retraction