

RACER X ONLINE BANNER AD SPECS

1 BANNER SIZES

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|-------------------------------|-----------------------------|
| Leaderboard Banner | Halfpage Banner |
| 728 X 90 pixels | 300 X 600 pixels |
| 50k max | 75k max |
| Homepage Custom Banner | Racer X Films Banner |
| 258 X 79 pixels | 300 X 200 pixels |
| 35k max | 50k max |

2 ACCEPTABLE FILE FORMATS

- jpg
- gif
- swf
- most rich-media vendors acceptable

3 FLASH REQUIREMENTS

- Flash 8
- Action Script 2.0
- clickTAG (case-sensitive)

Please include clickTAG; simply hard-coding a URL into the swf file will not allow us to track clicks—a clickTAG must be implemented. Please note that the spelling of clickTAG is case-sensitive.

Also provide us with the clickthru URL and a static back-up image to ensure your ad shows up on iPhones, etc.

4 LOOPING AND ANIMATION

Banner ads on Racer X Online are programmed and placed to be seen, so it's not necessary to get overly flashy with your banner ads, particularly on halfpage units. If you do use video or a lot of movement, we highly suggest limiting it to one or two loops max, then stopping on a static call-to-action. Keep in mind that our halfpage units sometimes stay on a user's screen for 10 minutes or more.

5 SUBMISSION

All banner creative should be submitted to Julie Kramer at julie@raceroxonline.com.

Have more questions?

Please email Bryan Stealey at bryan@raceroxonline.com, Julie Kramer at julie@raceroxonline.com, or your personal sales rep.

