

Family Education Site Specs

Units accepted on Family Education
468x60
728x90
300x250
Floating Ads
Expandable Banners
Popups
Roadblocks

Ad Unit	Dimensions	Gif size	Looping	*Flash Size	accepted media	Auto Sound	Animation Length	Other	Click tag code for flash
Super Banner	728x90	18k	3	40KB	gif, jpeg, flash, pointroll, interpoll	Yes, must have off or mute button	15 seconds	if using flash must use clicktag method and notify us of what version of flash the unit was created in	on (release) { getURL (_level0.clickTag, "_blank"); }
LREC	300x250	20k	3	40KB	gif, jpeg, flash, pointroll, interpoll	Yes, must have off or mute button	15 seconds	if using flash must use clicktag method and notify us of what version of flash the unit was created in	on (release) { getURL (_level0.clickTag, "_blank"); }
Top Banner	468x60	18k	3	30KB	gif, jpeg, flash, pointroll, interpoll	Yes, must have off or mute button	15 seconds	if using flash must use clicktag method and notify us of what version of flash the unit was created in	on (release) { getURL (_level0.clickTag, "_blank"); }
Popups	350x350, 400x400, etc	20k	3	40KB	gif, jpeg, flash, interpoll	Yes, must have off or mute button	15 seconds	If using DFA redirects must traffic as a popup. if using flash must use clicktag method and notify us of what version of flash the unit was created in	on (release) { getURL (_level0.clickTag, "_blank"); }
Floating Ads	any size accepted	na	unlimited	30k initial download 2 megs	eyeblander, shoshkeles, pointroll, unicast	Yes, must have off or mute button	unlimited, must have close button		on (release) { getURL (_level0.clickTag, "_blank"); }
Expandable Banners	728x90, 300x250, 468x60	na	unlimited	30k initial download 2 megs	eyeblander, pointroll	Yes, must have off or mute button	unlimited, must have close button		on (release) { getURL (_level0.clickTag, "_blank"); }
Text links	200 characters of text	na	na	na	text	na	na		
Roadblock	500x300	50k	unlimited	60KB	gif, jpeg, flash	Yes, must have off or mute button	15 seconds	Customized by FEN unless client would like to create on own	

*if using flash back up gif is required

Email Specs	Dimensions	Image Size	Looping	*Flash Size	accepted media	Auto Sound	Animation Length	Other
Text Email	250 characters of text	na	na	na	text	na	na	
LREC Email	300x250	18k	3	no flash	gif jpeg	no sound	no animation	

- All images should be submitted in the correct size along with desired layout of graphics and content.
- Font Tags preferred. Inline stylesheets for font styles are allowed and work in most email readers. No External or header stylesheets accepted.
- Provide a link to client opt-out or suppression file. Otherwise, FEN will collect the opt-out list for the client and provide with list at one week and one month after email goes out.
- Client email suppression list is required at least one day prior to mailing.

Special Offers for Parents	612 pixels across, no restriction on 30k max no image text, however, it will effect file size. maps	na	na	no flash or other rich media	gif, jpeg, html	no sound	no animation	
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Customized Specs	Assets needed	Tracking
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Tool Bar	We will need images relevant to the campaign (character art, TM info, logos, text, specific fonts, colors, and tracking). The images can be .gif, .jpg, etc. and the larger the better because we can always resize down	Tracked by FEN client can send a click command to track clicks.
Coffee Break Sponsorship	We will need images relevant to the campaign (character art, TM info, logos, text, specific fonts, colors, and tracking). The images can be .gif, .jpg, etc. and the larger the better because we can always resize down	Tracked by FEN client can send a click command to track clicks.

Teachervision Site Specs

Units accepted on Teachervision
468x60
728x90
300x250
Floating Ads
Expandable Banners
Popups
160x600
Roadblocks

Ad Unit	Dimensions	Gif size	Looping	*Flash Size	accepted media	Auto Sound	Animation Length	Other	Click tag code for flash
Super Banner	728x90	18k	3	40KB	gif, jpeg, flash, pointroll, interpoll	Yes, must have off or mute button	15 seconds	if using flash must use clicktag method and notify us of what version of flash the unit was created in	on (release) { getURL (_level0.clickTag, "_blank"); }
LREC	300x250	20k	3	40KB	gif, jpeg, flash, pointroll, interpoll	Yes, must have off or mute button	15 seconds	if using flash must use clicktag method and notify us of what version of flash the unit was created in	on (release) { getURL (_level0.clickTag, "_blank"); }
Top Banner	468x60	18k	3	30KB	gif, jpeg, flash, pointroll, interpoll	Yes, must have off or mute button	15 seconds	if using flash must use clicktag method and notify us of what version of flash the unit was created in	on (release) { getURL (_level0.clickTag, "_blank"); }
Popups	350x350, 400x400, etc	20k	3	40KB	gif, jpeg, flash, interpoll	Yes, must have off or mute button	15 seconds	If using DFA redirects must traffic as a popup. if using flash must use clicktag method and notify us of what version of flash the unit was created in	on (release) { getURL (_level0.clickTag, "_blank"); }
Floating Ads	any size accepted	na	unlimited	30k initial download 2 megs	eyebalster, shoshkeles, pointroll, unicast	Yes, must have off or mute button	unlimited, must have close button		
Expandable Banners	728x90, 300x250, 468x60	na	unlimited	30k initial download 2 megs	eyebalster, pointroll	Yes, must have off or mute button	unlimited, must have close button		
Text links	200 characters of text	na	na	na	text	na	na		
Skyscraper	160x600	20k	3	40kb	gif, jpeg, flash, pointroll, interpoll	Yes, must have off or mute button	15 seconds	if using flash must use clicktag method and notify us of what version of flash the unit was created in	
Roadblock	500x300	50k	unlimited	60KB	gif, jpeg, flash	Yes, must have off or mute button	15 seconds	Customized by FEN unless client would like to create on own	

*if using flash back up gif is required

Email Specs	Dimensions	Image Size	Looping	*Flash Size	accepted media	Auto Sound	Animation Length	Other
Text Email	250 characters of text	na	na	na	text	na	na	
LREC Email	300x250	18k	3	no flash	gif, jpeg	no sound	no animation	
Special Offers for Teachers	612 pixels across, no restriction on text, however, it will effect file size.	30k max no image maps	na	no flash or other rich media	gif, jpeg, html	no sound	no animation	<ul style="list-style-type: none"> All images should be submitted in the correct size along with desired layout of graphics and content. Font Tags preferred. Inline stylesheets for font styles are allowed and work in most email readers. No External or header stylesheets accepted. Provide a link to client opt-out or suppression file. Otherwise, FEN will collect the opt-out list for the client and provide with list at one week and one month after email goes out. Client email suppression list is required at least one day prior to mailing.

Funbrain Site Specs

Units accepted on Funbrain
468x60
728x90
300x250
Floating Ads
Expandable Banners
Popups
160x600
Roadblocks

Ad Unit	Dimensions	Gif size	Looping	*Flash Size	accepted media	Auto Sound	Animation Length	Other	Click tag code for flash
Super Banner	728x90	18k	3	40KB	gif, jpeg, flash, pointroll, interpoll	Yes, must have off or mute button	15 seconds	if using flash must use clicktag method and notify us of what version of flash the unit was created in	on (release) { getURL (_level0.clickTag, "_blank"); }
LREC	300x250	20k	3	40KB	gif, jpeg, flash, pointroll, interpoll	Yes, must have off or mute button	15 seconds	if using flash must use clicktag method and notify us of what version of flash the unit was created in	on (release) { getURL (_level0.clickTag, "_blank"); }
Top Banner	468x60	18k	3	30KB	gif, jpeg, flash, pointroll, interpoll	Yes, must have off or mute button	15 seconds	if using flash must use clicktag method and notify us of what version of flash the unit was created in	on (release) { getURL (_level0.clickTag, "_blank"); }
Popups	350x350, 400x400, etc	20k	3	40KB	gif, jpeg, flash, interpoll	Yes, must have off or mute button	15 seconds	If using DFA redirects must traffic as a popup. if using flash must use clicktag method and notify us of what version of flash the unit was created in	on (release) { getURL (_level0.clickTag, "_blank"); }
Floating Ads	any size accepted	na	unlimited	30k initial download 2 megs	eyebalster, shoshkeles, pointroll, unicast	Yes, must have off or mute button	unlimited, must have close button		on (release) { getURL (_level0.clickTag, "_blank"); }
Expandable Banners	728x90, 300x250, 468x60	na	unlimited	30k initial download 2 megs	eyebalster, pointroll	Yes, must have off or mute button	unlimited, must have close button		on (release) { getURL (_level0.clickTag, "_blank"); }
Text links	200 characters of text	na	na	na	text	na	na		
Super Skyscraper (on books and blogs or	160x600	20k	3	40kb	gif, jpeg, flash, pointroll, interpoll	Yes, must have off or mute button	15 seconds	if using flash must use clicktag method and notify us of what version of flash the unit was created in	
Roadblock	500x300	50k	unlimited	60KB	gif, jpeg, flash	Yes, must have off or mute button	15 seconds	Customized by FEN unless client would like to create on own	

*if using flash back up gif is required

Customized Units									
FEN will create these units using client assets. Here are the types of things we will need.									
We will need images relevant to the campaign (character art, TM info, logos, text, specific fonts, colors, and tracking). The images can be .gif, .jpg, etc. and the larger the better because we can always resize down									
If client would like to create a customized unit on their own here are the specs to follow.									
Game Over Logo	350x200 horizontal or 300x250 vertical	20k	na	40kb (flash 5 or lower)	gif, jpeg, flash	no sound	15 seconds	Customized by FEN unless client would like to create on own	
Super Takeover	500x300	30k	na	40kb (flash 5 or lower)	gif, jpeg, flash	no sound	15 seconds	Customized by FEN	
Arcade Hub Takeover	280x340	30k	na	no flash	static art only	no sound	none	Customized by FEN	