



Care2 Ad Units & Specifications

Standard Specs

Leaderboard, Skyscraper, Rectangle:

Specs:	Details:
Ad Unit Sizes:	728x90, 160x600, 300x250
Max File Size:	35k (swf, gif or jpeg)
Animation Length:	15 seconds max
Max Loops:	2
File Requirements:	swf files must have a backup gif provided
Misc:	Must have 1 pixel colored border

Rich Media Specs

Expandable Leaderboards (including video):

Specs:	Details:
Ad Unit Sizes:	728x90
Initial Load Max File Size:	35k
Max File Size:	100k (does not include video streams)
Animation Length:	15 seconds in initial ad unit. 30 seconds within panel
Max Loops:	2
Audio Option:	If video auto starts, audio must be OFF. If video starts from user initiation, Audio can start ON. Mute button is required.
Audio Limits:	30k download (up to 4 more streams upon user initiation) Audio encoded at volume less than or equal to -12db. Audio may not loop or exceed 30 seconds. Looping/replays must be user initiated.
Video Option:	Video may autostart or be user initiated. STOP button required. Replay button recommended. Looping/replays must be user initiated.
Max Video Dimension:	Aspect ratio is 4:3 and can fit within the expanded panel.
Max Bits per Second:	550 kbps
Max Video Length:	30 Seconds
Max Expanded Panel Width:	728
Max Expanded Panel Height:	300 (includes the original 90 of the original banner)
Max Number of Panels:	4
Expansion Direction:	Down
"Hot Area" Dimensions:	182x90 max (1/4 of the original 728x90 portion)
Expand/Collapse Options:	Rollover to Expand: Must collapse when user rolls off. Click to Expand: Collapse upon roll off, or click to close.
Close Button:	Required. Must have "Close X" text. Font: 16 pt. Location: Any corner of the expanded portion of ad.
Min Close Button Size:	20x20



Expandable Skyscrapers (including video):

Specs:	Details:
Ad Unit Sizes:	160x60
Initial Load Max File Size:	35k
Max File Size:	100k (does not include video streams)
Animation Length:	15 seconds in initial ad unit. 30 seconds within panel
Max Loops:	2
Audio Option:	If video auto starts, audio must be OFF. If video starts from user initiation, Audio can start ON. Mute button is required.
Audio Limits:	30k download (up to 4 more streams upon user initiation) Audio encoded at volume less than or equal to -12db. Audio may not loop or exceed 30 seconds. Looping/replays must be user initiated.
Video Option:	Video may autostart or be user initiated. STOP button required. Replay button recommended. Looping/replays must be user initiated.
Max Video Dimension:	Aspect ratio is 4:3 and can fit within the expanded panel.
Max Bits per Second:	550 kbps
Max Video Length:	30 Seconds
Max Expanded Panel Width:	400 (includes the 160 of original skyscraper)
Max Expanded Panel Height:	600
Max Number of Panels:	4
Expansion Direction:	Must expand to the left
"Hot Area" Dimensions:	160x150 max (1/4 of the original 160x600)
Expand/Collapse Options:	Rollover to Expand: Must collapse when user rolls off. Click to Expand: Collapse upon roll off, or click to close.
Close Button:	Required. Must have "Close X" text. Font: 16 pt. Location: Any corner of the expanded portion of ad.
Min Close Button Size:	20x20



Expandable Rectangles (including video):

Specs:	Details:
Ad Unit Sizes:	300x250
Initial Load Max File Size:	35k
Max File Size:	100k (does not include video streams)
Animation Length:	15 seconds in initial ad unit. 30 seconds within panel
Max Loops:	2
Audio Option:	If video auto starts, audio must be OFF. If video starts from user initiation, Audio can start ON. Mute button is required.
Audio Limits:	30k download (up to 4 more streams upon user initiation) Audio encoded at volume less than or equal to -12db. Audio may not loop or exceed 30 seconds. Looping/replays must be user initiated.
Video Option:	Video may autostart or be user initiated. STOP button required. Replay button recommended. Looping/replays must be user initiated.
Max Video Dimension:	Aspect ratio is 4:3 and can fit within the expanded panel.
Max Bits per Second:	550 kbps
Max Video Length:	30 Seconds
Max Expanded Panel Width:	600 (includes the 300 of original rectangle)
Max Expanded Panel Height:	500 (includes the 250 of original rectangle)
Max Number of Panels:	4
Expansion Direction:	Must expand to the left & down
"Hot Area" Dimensions:	150x125 max (1/4 of the original 300x250)
Expand/Collapse Options:	Rollover to Expand: Must collapse when user rolls off. Click to Expand: Collapse upon roll off, or click to close.
Close Button:	Required. Must have "Close X" text. Font: 16 pt. Location: Any corner of the expanded portion of ad.
Min Close Button Size:	20x20



In Page Video Ads:

Specs:	Details:
Ad Unit Sizes:	300x250 / 728x90/ 160x600
Max File Size:	35k (does not include video streams)
Initial Load Max File Size:	100k Download (up to 4 additional streams upon user initiation)
Animation Length:	15 seconds in initial ad unit. 30 seconds within panel.
Max Loops:	N/A. Looping/ replays must be user initiated.
Audio Option:	If video auto starts, audio must be OFF. If video starts from user initiation, Audio can start ON. Mute button is required.
Audio Limits:	30k download (up to 4 more streams upon user initiation) Audio encoded at volume less than or equal to -12db. Audio may not loop or exceed 30 seconds. Looping/replays must be user initiated.
Video Option:	Video may autostart or be user initiated. STOP button required. Replay button recommended. Looping/replays must be user initiated.
Max Video Dimension:	200x150 for Rectangles 120x90 for Leaderboards and Skyscrapers
Max Bits per Second:	550 kbps
Max Video Length:	30 Seconds

Floating/Overlay Ads:

Specs:	Details:
Floating Element Shape:	Can NOT have borders or geometrical shaped borders. The ad appears transparently over page content and should not appear as, or have the feel of a box or pop up.
Max File Size:	100k
Total Max Dimension:	Floating: must fit within a 200x200 space Overlays: 800x600
Float Area:	Center of page or aligned to the right
Max Play Duration:	After 10 seconds the ad must disappear
Audio Option:	Must be user initiated and the creative must include a mute button.
Close Button:	Required. Must have "Close X" text. Font: 16 pt. Location: On edge of the graphic, it must be visible
Min Close Button Size:	20x20