



	Format Category	Format (WxH)	File Size* (flash)	Audio Initiation	Animation Length	Controls	Labeling & Other Items
In-Page Units	UAP Units	728x90; 300x250; 160x600	30 KB	User-Initiated (on-click)	15 seconds	Not Applicable	<ul style="list-style-type: none"> Label = "Advertisement" Font = 16 pt.
		180x150	20 KB				
	In-Page Units	88x31; 120x30	5 KB	User-Initiated (on-click)	15 seconds	Not Applicable	<ul style="list-style-type: none"> Label = "Advertisement" Font = 16 pt.
		120x60; 120x90; 230x33	10 KB				
		234x60; 125x125	20 KB				
468x60; 120x240; 250x250; 120x600; 336x280; 240x400		30 KB					
300x600; 728x210; 500x350; 720x300; 550x480	40 KB						
Over-the-Page Units	Expandable Units	User-Initiated Expandable Ads	40 KB	User-Initiated (on-click)	15 seconds	<ul style="list-style-type: none"> Control = "Close X" Font = 16 pt. Location = On Edge of Original (non-expanded) unit Feature = Enable Mouse-Off Retraction 	<ul style="list-style-type: none"> Label = "Advertisement" Font = 16 pt.
		Non-User-Initiated Expandable Ads					
	Over-the-Page: Pop-Up Units	Pop-up #1: 250x250	40 KB	User-Initiated	15 seconds	Provided by Browser Window	See Pop-Up Guidelines for more details
		Pop-up #2: 300x250					
		Pop-up Large: 550x480					
	Over-the-Page: Floating Units	Floating Ads	40 KB	User-Initiated	15 seconds	<ul style="list-style-type: none"> Control = "Close X" Font = 16 pt. Location = Fixed placement at the location of the first completely visible frame 	<ul style="list-style-type: none"> Label = "Advertisement" Font = 16 pt.
Landing Spots for Floating Ads		Not Applicable					
Between-the-Page Units	Transition Ads	30 KB	User-Initiated / PSUE**	15 Seconds & 30 seconds	<ul style="list-style-type: none"> Control = "Skip Advertisement" Font = 16 pt. Location = Above the Fold in Lower Right Corner 	<ul style="list-style-type: none"> Label = "Advertisement" or "Brought to you by" Font = 16 pt. Location = Above the Fold (Top of Ad) 	
In-Stream Units	Encoding, Panel Size and Player Specifications to come from Broadband Committee			User-Initiated / PSUE**	15 Seconds & 30 seconds	<ul style="list-style-type: none"> Control = "Skip Advertisement" Font = 16 pt. Location = Above the Fold in Lower Right Corner 	<ul style="list-style-type: none"> Label = Same as Above or 3 Second Vignette Font = 16 pt. Location = Above the Fold (Top of Ad)

NOTE: Not all publishers carry all formats. *Initial file downloads only. **Publishers Set User Expectation.