



## DIGITAL MATERIALS SPEC SHEET

### Banner Advertising

Assets for all banner & eNewsletter programs must be provided at least one week prior to launch to ensure scheduled start time.

### Dwell.com and Dwell Partner Network Banners

**Accepted Sizes: 300 x 250 / 728 x 90 / 160 x 600 / 300 x 600 / 300 x 100**

- 40K maximum
- :15 second animation maximum
- 3x loop maximum

### Accepted File Formats: JPEG, GIF, PNG, SWF, 3rd Party Tags

- Flash 9 or above
  - All Rich Media accepted
  - ClickTag Formatting for Flash 10
- ```
hit.addEventListener(
  MouseEvent.CLICK,
  function():void {
    if (root.loaderInfo.parameters.clickTAG.substr(0,5)="http:") {
      navigateToURL(
        new URLRequest(root.loaderInfo.parameters.clickTAG),
        "_blank"
      );
    }
  }
);
```

**Targeting Capabilities: Geo-targeting, Re-targeting, Site-targeting, Section-targeting, and Content-targeting**

### E-Newsletters

**"This Week From Dwell" (weekly) & "To The Trade" (monthly)**

- 300 x 250 Banner (Static JPEG, only)
- 50 Word Description
- URL

### Notification: Reporting and Billing

- Performance report issued at the end of campaign
- Scheduled reporting available on per request basis
- Invoices will be issued at the end of each month based on Dwell adserver delivery (if you would like to be invoiced based on 3rd party numbers, please notify us)