

OFFICER.com

CREATIVE SPECIFICATIONS

Note: Cygnus follows the IAB Guidelines. For additional questions, visit them [online here](#)

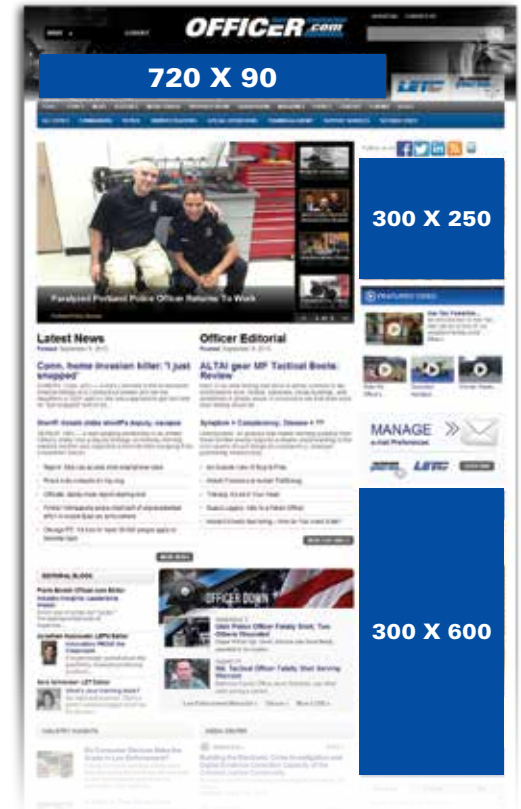
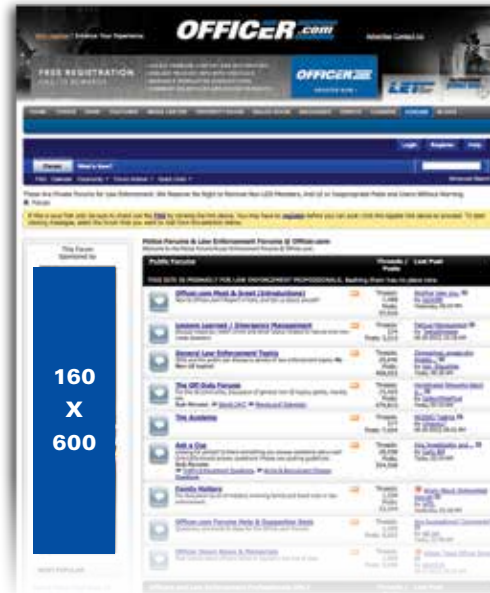
BANNERS

Leaderboard	728x90 pixels
Medium Rectangle	300x250 pixels
Half Page	300x600 pixels
Wide Skyscraper	160x600 pixels

Use the following for all banner positions:

- Max file size: 40K
- Max Frames: 3
- Max Animation Length: 15 seconds
- Max Video & Animation Length: 24 FPS
- All banners must be sized at 72dpi resolution
- All banners should have a hard 1-pixel border
- URL Link with ALT (Mouseover) text should be no greater than 6 words
- Submit as attachment, saved as GIF, JPEG, Animated GIF, Flash, Rich Media file types
- Have all banners to us 3-5 business days prior to the start date to ensure an on time start

If you need creative assistance, please allow for 5-7 days prior to the start date for completion. Contact your media consultant for more details.



E-MAIL BLASTS

- We will need both an HTML and text version with linked text and graphics (full path links)
- HTML version max file size: 60K including all text and graphics
- HTML file type: JPG and GIF, no Rich Media
- Text Version file size: 10K
- Include a subject line up to 25 words or 255 characters
- Have all creative to us 3-5 business days prior to the start date to ensure an on time start.