

YAHOO! AD SPECS

POSITION	LREC	N	MON	SKY
Ad Unit	300x250	728X90	425x600	120x600
Description	Banner	Banner	Banner	Banner
Width	300	728	425	120
Height	250	90	600	600
Panel Width/ Height	560x300	728x225	N/A	300x600
Expanded Width	560	728	N/A	420
Expanded Height	300	315	425	600
Max File Size K Gif/Jpg	30	30	30	30
Max File Size K Flash	40	40	40	40
Rich Media Max Initial Load File Size K	40	40	40	40
Expand Panel File Size K	60	60	N/A	60
Rich Media Polite Filesize K	60	60	60	60
Expand Direction	Left	Down	N/A	Left
Max Animation Duration Seconds	15	15	15	15
Max Flash Fps	24	24	24	24
Max Video Duration Seconds	30	30	30	30
Video Format	"True Streaming required for vdeo that plays ""on load"". Progressive download available only ""on click""."			
Companion Banner(S)	N/A	N/A	N/A	N/A
Audio	On User Click	On User Click	On User Click	On User Click
Third Party Hosted	Yes	Yes	Yes	Yes
Third Party Tracking	Yes	Yes	Yes	Yes
Alt Max Characters	30	30	30	30
Max Characters	N/A	N/A	N/A	N/A
Rich Media	YES	YES	YES	YES
Days Lead Time Gif/Jpg/Flash	5	5	5	5
Days Lead Time Rich Media	5	5	5	5
Notes	Expandable Ads cannot run on education/college or education/degrees	N/A	N/A	No expandables on Real Estate
Rich Media	"expandable, inbannerstreaming, polite, polling"	"expandable, inbannerstreaming, polite, polling"	"inbannerstreaming, polite, , surveying"	"expandable, inbannerstreaming, polite"

DISPLAY ADVERTISING GUIDELINES

The following is a list of the guidelines that are most commonly missed upon creative submission:

- Creative must have a distinct border to clearly identify where the page ends, and advertisement begins.
- Animation cannot exceed 15 seconds. Animation can begin again on mouse over, but must stop immediately on mouse off.
- Creative can not exceed the specified weight limits posted on solutions.yahoo.com (425x600, 40k swf; 30kgif/jpg...).
- Creative must have branding.
- Creative must match ad size.
- No fake HTML or simulated interactivity (A maximum of 5 linking URLs can be used in each HTML creative)
- No obscene or otherwise objectionable images.
- No 'FREE' offers in the ad unit with out pre-approval from Yahoo!.
- Creative cannot use the "Yahoo!" name or logo without pre-approval from Yahoo!.
- Creative containing a sweepstakes or contest must be pre-approved by Yahoo! (2-3 business day lead time required).
- When building flash creative, please note that the expression box must be checked and the URL should say clickTag. Please see link for instructions on the 3rd page of the Flash Setup Instructions.
- Cookies may not be set on the Yahoo! network except by parties with a third party ad serving agreement.
- Please note that this is not a comprehensive list of our policies. All guidelines and specifications listed on solutions.yahoo.com and our Display Advertising Guidelines must be met. Yahoo! also reserves the right to accept, retract, or reject any advertisement which is deemed annoying and/or harmful to our users at any time.

YAHOO! ADVERTISEMENT POLICY GUIDELINES

- Advertisements cannot mislead the user. For example, they may not mimic or resemble Windows/Mac/Unix dialogue boxes, error messages, or the like.
- Advertisements cannot resemble Yahoo! content. Ads must have a distinct border or a highly contrasting background to clearly identify where the ad ends, and the page begins (not white, or very light blue/gray).
- Advertisements cannot contain graphics that simulate interactivity (i.e., drop down menus, search boxes, etc.) without that functionality actually existing. NO fake or simulated HTML interactivity.
- Advertisements cannot mimic news headlines in design, tone, 3rd person sentence structure, or topic.
- All advertisements will be reviewed by Yahoo! and are subject to approval by Yahoo! before placement on the site.
- Cookies may not be set on the Yahoo! network except by parties with a third party ad serving agreement.

- Yahoo! reserves the right to preserve the user experience of its sites, and reserves the right to remove any advertisement which is deemed annoying and/or harmful to our users at any time.
- The sponsor of any advertising message appearing on the U.S. Properties is clearly identified either on the ad itself or, if the ad is smaller than an 88x31 button, on the resulting first level jump page.
- POLICY GUIDELINES FOR ADS THAT COLLECT PERSONAL INFORMATION
- Yahoo! allows advertisements to collect personal identifying information; however you may be asked to make changes to the ad units or include additional disclosure in order to be acceptable for advertising on Yahoo!.
- If you wish to collect personal information within advertisements, those ad units will need to:
 - Clearly identify your organization.
 - Provide a direct link to your privacy policy, adjacent to the submit button.
 - Clearly identify the purpose for collecting the information.
 - Additional disclosure may be required, depending on the type of advertisement. Please see your advertising representative for more information on required notices. Yahoo! will also label all such ad units with "ADVERTISEMENT".

Note: As stated above, cookies may not be set on the Yahoo! network except by parties with a third party ad serving agreement.

SUBMISSION GUIDELINES

- Ads must conform to specifications outlined herein. Elements not meeting specifications will be returned for revision, which may delay the launch date.
- Standard creative must be submitted to your designated Media Delivery Coordinator 4 business days prior to campaign launch or campaign launch may be delayed. Rich media ads must be submitted 5 business days prior to launch to enable thorough testing Co
- Creative submissions should include the following:
 - Advertiser name
 - Yahoo! Insertion Order number
 - Detailed trafficking instructions
 - Creative files
 - Alternate text (if applicable)
 - Linking URL
 - 3rd party tags (if applicable)
- 3rd party tags must be live at the time of submission to enable thorough testing before launch
- For Flash ads, an alternate image conforming to the designated gif/jpg specifications must be provided for use in the event that the user's browser does not support Flash 6.0 and above