

ONLINE ADVERTISEMENT CREATION GUIDELINES

Online Advertisements can be created at The Daily Advance for no extra charge or by you, the advertiser. If you wish to create your online advertisements we ask that you follow the guidelines listed in this document. Below are the most common ad positions at the DailyAdvance.com.

Rich Media Advertisements, such as the Sliding Billboard or Video ads follow different guidelines. If interested in a Rich Media Advertisement, please contact your Advertiser Representative.

Online Advertisements can be created in .GIF format or using Adobe Flash (.SWF).

If created in Flash each online ad spot should also contain an accompanying .GIF and an invisible button covering the whole stage with the variable "clicktag" included in the "on(release)" code (see code below). Published ads should be in Flash 8 or earlier.

SIZE REQUIREMENTS

Each ad must be **equal to or less than 50kb** in filesize and adhere to the size requirements listed for each ad position.

CLICK-THRU URLS

A click-thru URL is required for all ads.

If multiple click-thrus are requested please contact your Advertiser Representative for further details.

160 x 600 px
WideScraper
(Autos & Real Estate
Classifieds)

Invisible Button Code

(Flash files ONLY)

```
-----  
on(release) {  
  getURL(clicktag, "_blank");  
}
```

This code should be placed
on the button itself with the
_alpha property set to 0.

300 x 250 px

Big Box

(Homepage, Weather Page & ROS*)

180 x 60 px

Dog-Ear
(Homepage ONLY)

728 x 90 px

LeaderBoard

(Classifieds, ROS*, Weather Page)