



Rome Specifications

Specific Media supports all standard IAB in-page display, Flash, rich media, video pre-roll and text ad units.

Standard Ad Unit (GIF / JPEG)

	Dimensions	Max File Size GIF / JPEG	Max File Size Flash
Wide Skyscraper	160 x 600	40K	50K

Flash Ad Unit

Version	Flash 8 or newer
Language (A clicktag is required and must be all lowercase.)	<p>ActionScript 2.0 EXAMPLE: on (release) {getURL(clicktag, "_blank");}</p> <p>ActionScript 3.0 EXAMPLE: public var _url:String; function frame1() { this._url = ""; if (LoaderInfo(root.loaderInfo).parameters.clicktag) {this._url = LoaderInfo(root.loaderInfo).parameters.clicktag; } return; } public function handleMouse(param1:MouseEvent) : void { navigateToURL(new URLRequest(this._url), "_blank"); return; }</p>
Frames	18 frames per second (FPS)
Additional	Back-up GIF or JPEG

Video

	Dimensions	Max File Size	Animation
In-Banner	300 x 250	Maximum initial load: 40K Polite file size: 80K for Flash; 500K / low bandwidth and 1MB / high bandwidth for video	<ul style="list-style-type: none"> • Audio and video length: 15 seconds recommended (30 maximum) • Cannot exceed 24 frames per second • Cannot have constantly animating elements • User must click to initiate streaming video • Auto-sound at video initiation with standard controls (e.g. play, pause, audio, mute and stop) • Start, stop and mute buttons are required

Rome Background GIF / JPEG

	Dimensions	Max File Size GIF / JPEG	Pattern
Tiled Background	Varies by design	40K	<ul style="list-style-type: none"> • Edges and corners must match each other to create a seamless pattern

Third-Party Ad Servers

Specific Media supports third-party ad servers and accepts iFrame and JavaScript tags.	<ul style="list-style-type: none"> • Atlas • DART • DMT 	<ul style="list-style-type: none"> • EyeBlaster • EyeReturn • EyeWonder 	<ul style="list-style-type: none"> • Interpolls • KlipMart • Mediaplex 	<ul style="list-style-type: none"> • PointRoll • Unicast Superstitials • ViewPoint
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Advertising Option Icon

	Size	Design	Placement	Application
Ad Marker Container Dimensions	77 x 15px	Rounded lower left corner radius: 8px	Top right corner of creative	