

Online Production Guidelines

SRDS DirectNet®

Display Ad Units	Ad Size	Maximum File Size	Acceptable Formats
Medium Rectangle	300x250	40K	GIF, JPEG, SWF, Third-party tag
Full Banner	468x60	40K	GIF, JPEG, SWF, Third-party tag
Half Banner	234x60	30K	GIF, JPEG, SWF, Third-party tag

All third-party ad tags must be submitted for testing and approval at least 5 business days prior to start of campaign. Recommended animation length is 15 seconds. Any video/audio must be user initiated. New creative may be submitted once a month.

[See Flash Requirements](#)

Today's New Lists

Display Ad Units	Ad Size	Maximum File Size	Acceptable Formats
Leaderboard	728x90	40K	GIF, JPEG
Wide Skyscraper	160x600	40K	GIF, JPEG
Half Banner	234x60	30K	GIF, JPEG

Flash not allowed in Today's New Lists. Static GIF or JPG recommended.

Questions: Contact **847.2681609** or **gail.kuzuhara@kantarmedia.com**

Delivery Instructions

Upload your materials to: **<http://advertising.srds.com>**

(Please do not use special characters in file name). Materials post within 5 business days of receipt.

From your server: Send us the URL and we will pick up your creative from your Web server.