

Standard Media Guidelines

Ad Units	Dimensions	File Types	Max File Size	Max Animation Time	Max Animation Loops	Text	Creative Due
Leaderboard	728x90	aRes accepts Site Served (.swf, .gif, .jpeg) aRes requests all ads be enabled to serve in a secure environment (https://)	30k for banners/ up to 80k for Interstitial & Custom Banner	15 sec	3 loops	Email headline is no more than 25 characters and up to 3 lines of body text no longer than 90 characters	3-5 Business Days Prior to Launch
Big Box	300x250						
Interstitial	800x600 or 600x400						
Booking Engine Custom Banner	500x90						
Email Confirmation	570x90, 300x250, 275x90, 728x90						

Click Tag

Actionscript 2	<pre> on (release) { getURL (_root.clickTag, "_blank"); } </pre>
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