

ThePhoenix.com									
Ad Type	Dimensions (in pixels)	Expandable Dimensions (All expandable ads must be 3rd party served.)	File Size	File Type	Animation	Rich Media	3rd Party	Location	Notes
Leaderboard	728x90	CURRENTLY NOT AVAILABLE Expandable ads can expand up to 768 x 270. Must expand downwards.	30K	jpg, gif, or swf	Up to 30 seconds	Yes	Yes	This ad sits horizontally across the top of the site, to the right of the logo	Run of site
Footer	728x90	Expandable ads can expand up to 768 x 270. Must expand upwards.	30K	jpg, gif, or swf	Up to 30 seconds	Yes	Yes	This ad sits horizontally across the bottom of the site.	Run of site
Big Ad / IMU	300x250	CURRENTLY NOT AVAILABLE Expandable ads can expand up to 504 x 280. Must expand to the left.	35K	jpg, gif, or swf	Up to 30 seconds	Yes	Yes	This ad sits in the sidebar	Run of site
Skyscraper	160x600	Expandable ads can expand up to 480x600. Must expand to the left.	30K	jpg, gif, or swf	Up to 30 seconds	Yes	Yes	This ad sits vertically across the right margin of the site.	Run of site
Mini-Skyscraper	160x300	NA	25K	jpg, gif, or swf	Up to 30 seconds	Yes	Yes	This ad sits vertically across the right margin of the site.	Run of site
ThePhoenix.com emails									
Ad Type	Dimensions (in pixels)	Expandable Dimensions (All expandable ads must be 3rd party served.)	File Size		Animation	Rich Media	3rd Party	Location	Notes
CO-SPONSORSHIP:									
IMU	300x250		45K	jpg or gif	Up to 30 seconds	No	No	This ad is placed on the right side of the email	JPG or GIF (NO FLASH)
Sponsored Link	text, 150 words	NA		text	No	No	No	This ad sits horizontally	Up to 3 URLs

Materials: All materials can be sent to interactive@phx.com. Please be sure to indicate the site name, position the ad is for and in case of email newsletters, the newsletter name and issue date. Creative is due 3 business days prior to campaign start, 6 for rich media and 5 for email newsletters.

Rich media is accepted on all ad units, however action must be user-initiated. In order to respect the user experience, all rich media needs to be tested and approved. The Phoenix Media/Communications Group (PMCG) reserves the right to refuse creative. When submitting rich media please send alternate .gif. Additional charges may apply to rich media campaigns.

Creating and Submitting Rich Media Files

We accept Flash files, however they require the insertion of a click tag in order to be properly tracked. Please **do not** include your site link in your Flash button.

Instead, insert the following code:

```

on(release)
{
  getURL(_root.clickTAG, "_blank");
}

```

