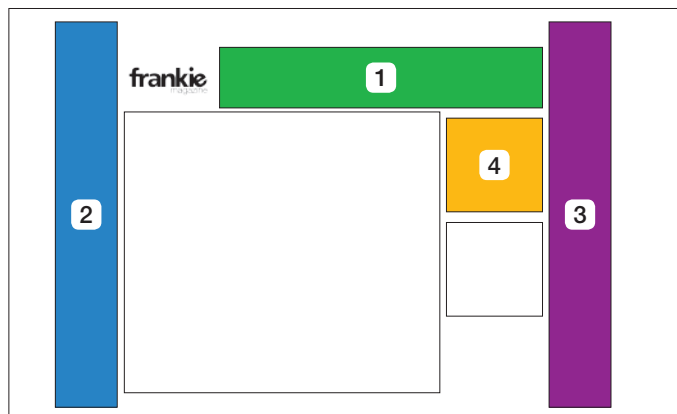


# FRANKIE WEB SPECIFICATIONS

Specifications	Leaderboard	Medium Rectangle	Gutters	Expanding Leaderboard	Expanding Medium Rectangle
Dimensions	728x90 pixels	300x250 pixels	140x1050 (Files need to be clearly marked Left/Right.)	728x90 pixels (initial) 728x250 pixels (expanded)	300x250 pixels (initial) 600x350 pixels (expanded)
File Format	flash, gif, jpeg	flash, gif, jpeg	jpeg, png	flash	flash
Max File Size	30kb flash / 20kb gif/jpeg	30kb flash / 20kb gif/jpeg	30kb (for each gutter)	100kb (expanded)	100kb (expanded)
Back Up Creative	If you have supplied a Flash file and wish to have a fallback option for devices which do not support Flash, please supply a jpeg/gif version in addition to your Flash file				
Special Instructions for Flash Creative	<p>To track clicks from your flash ads the following code must be inserted into the button within your flash creative.</p> <p>TRACKING METHOD</p> <pre>on (release) {   getURL (_level0.clickTAG, "_blank"); }</pre> <p>This must be defined as being on a button instance. The clicktag variable is case-sensitive and must be specified as "clickTAG"</p>				



- 1 Leaderboard 728x90
- 2 Left Gutter 140x1050
- 3 Right Gutter 140x1050
- 4 Medium Rectangle 300x250

For assistance please contact:  
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