



Online Advertisement Specifications

Banner Ads (measured in pixels)

1. Sizes:
 - Tall: **120** wide x **240** high
 - Wide: **160** wide x **90** high
 - Square: **125** wide x **125** high
2. Acceptable file formats:
 - GIF
 - JPG
 - Flash (.swf)
3. Maximum file size is **40** KB.
4. If animated, maximum of **3** cycles; maximum time **20** seconds total.
5. Banner ads include a link to your website. Please include the target URL.

Online Text Ads

Your clickable text ad will consist of the following:

1. A headline of up to **25** characters including spaces.
2. Text of up to **50** characters.
3. Destination URL.

Email Newsletter Ads (*uuworldWeekly*)

1. A one-line heading of up to **75** characters.
2. Text of up to **50** words.
3. Clickable destination URL.