

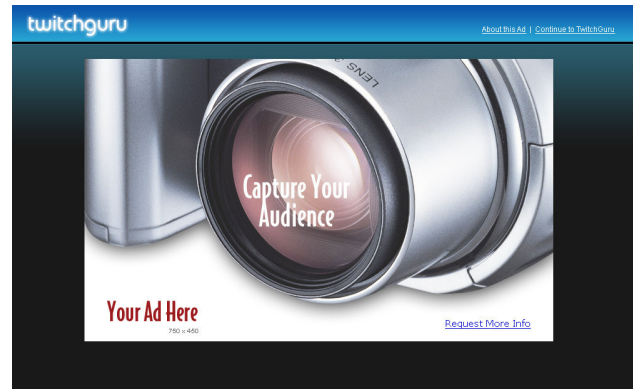
Site Splash Page Program Specifications

Command attention with a dedicated site splash page that users will see upon entering the site. Ad unit appears on front page of TwitchGuru and MobilityGuru before site entry. The Intromercial is cookie'd and served to unique users one time per day or per week only on the first page of a user's session start.

MobilityGuru



TwitchGuru



All Access Program Technical Specifications/Submission Form
Follow the Submission Instructions at the end of this document.

IMPORTANT NOTES

You must contact your sales representative to schedule the program.

The Intromercial are served to users with the following system configuration: Netscape 7.1, FireFox 1.0+ or IE 5.0+ on PCs with Flash 6+ player and screen resolution of 1024x768 pixels and higher. Users with other system configurations will land directly onto the TG Publishing page.

Kick-off Meeting: Before creative development commences, a kick-off meeting must be arranged with TG Publishing' Marketing Services department to review the creative development guidelines. [Click here](#) to locate your sales representative to arrange this meeting.

SPECIFICATIONS

Ad Unit Dimensions	750w x 450h pixels
Maximum File Size	50k
Default GIF/JPG	None required. Users whose system configurations do not meet the Intromercial viewing requirements will go directly to the requested TG Publishing page.
File Format	Flash 6 or higher
Animation	Keeping your animation to 5-7 seconds will ensure the entire animation displays before the Intromercial resolves to the Window ad unit.
Frames per second	12-15 frames
Number of Links	One only
Tracking	Tracking of clickthroughs is provided by TG Publishing when the Flash file is coded using the clickTAG feature as provided by Macromedia.® Macromedia's Guide to creating a clickTAG enabled Flash® ad will help you understand how to create clickTAG enabled flash media (content is towards bottom of the page): http://www.adobe.com/resources/richmedia/tracking/designers_guide/ Any click actions defined must be opened in a new window e.g.: Code with clickTAG feature and opening destination URL in a new window <pre> on (release) { if (clickTAG.substr(0,4) == "http") { getURL(clickTAG, "_blank"); } } </pre> Note: a. the above code should NOT contain the destination URL b. Use "_blank" if you want the destination URL to open in a new window
Sound	Not allowed
Third-Party Serving	3rd party IFRAME tags from any of TG Publishing' certified ad servers

Deadlines: The All Access Program units must be submitted 10 business days prior to scheduled launch date.

Note: If the submitted creative does not conform to the specifications, it will not be placed online and may result in a delayed launch date.

Creative: Submit all creative to banner@tgpublishing.net