



Ad Specs

MediaBar

728x90 Leaderboard

Accepted file format:	SWF, JPG/GIF
File size limit:	Initial Load Size SWF: 40k; JPG/GIF: 30k
3rd party tags:	No 3 rd -party serving; tracking through 1x1 pixels and redirects
Animation length:	15 seconds in initial ad unit (728x90) Looping/replays must be user-initiated
Audio option:	User-initiated on click
Interaction method:	Click to expand

Expanded State

Accepted file formats:	SWF, JPG/GIF, HTML, JavaScript
Accepted 3rd party tags:	No 3 rd -party tags; tracking through 1x1 pixels and redirects
Max file size (excl. video):	250k
Max expanded width/height:	900x400
Max file size if hosted by Meebo:	Call Meebo
Audio option:	Auto-initiated
Video option:	Auto-initiated

Other Content

Wallpapers:	maximum of 8 wallpaper options
Wallpaper Dimensions:	1024x768, 1280x1024
Wallpaper file size limit:	300K max each
Accepted wallpaper file formats:	JPG only
Text description for sharing:	35 characters max (including spaces)
Buddy Icons:	maximum of 16 buddy icons
Buddy Icon dimensions:	48x48
Buddy Icon file size limit:	15k max each
Accepted BI file formats:	PNG, JPG/GIF (animated OK)

SparkAds

Title / Description:	40 characters max (title); 40 characters max (description) incl. spaces
Serving/Tracking:	No 3 rd -party serving; tracking through 1x1 pixels and redirects
Optional graphic/logo Element:	submit as 48x48; 15k max; PNG, JPG/GIF (non-animated)
Expanded media (Rooms only):	300x250
Expanded title character limit:	35 characters max (including spaces)
Expanded formats:	SWF only