

## AviationWeek.com Banner Sizes

Location	Dimensions in pixels
Home Page	300 x250
Home Page	468x60
Home page Find Products & Services search box sponsorship Find Products & Services	120x60
Home page search sponsorship	100x35
Publication page	300x250
Publication page	125x125
Channel page	300x250
Channel page	125x125
Story page	300x250
Run of site	125x125
Run of site	300x250
eBulletin alerts: position A	125x125
eBulletin alerts: position B	468x60
eBulletin alerts: position C	468x60

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**CONTACT/INSTRUCTIONS**

Send creative and insertion orders to Michael Johnson at: [michael\\_johnson@aviationweek.com](mailto:michael_johnson@aviationweek.com)

For additional questions, contact:

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## AviationWeek.com Supported Banner Formats

Format	Requirements
<b>.gif or animated .gif</b>	File size must be under 60 K Provide click-through URL
Third party ad server	We can deliver most third party tags. NOTE: some third party tags do not have modifications to track click-throughs. Please check before hand if your third party server is not listed below. Here are examples of ad server tags that can be modified: <ul style="list-style-type: none"> <li>• Atlas DMT</li> <li>• Avenuea Bluestreak</li> <li>• DoubleClick</li> <li>• Google</li> <li>• Interpolls</li> <li>• Mediaplex</li> <li>• OAS JX Tag</li> <li>• Poindexter</li> <li>• Valueclick</li> <li>• Provide Simple Redirect or Iframe/Javascript ad tags from third party server</li> <li>• Provide click-through URL</li> </ul>
<p><b>Rich Media</b></p> <p>NOTE: If submitting Flash banner, please pay special attention to changing the clickTAG. In the Action window you will see:</p> <pre>On (release) { getURL(http://www.clickthrough.com); }</pre> <p>change it to:</p> <pre>on (release) { getURL(clickTAG); }</pre> <p>Also note: we do not use "quotes"</p>	<p>We can deliver many types of Rich Media Banners. Here are examples:</p> <ul style="list-style-type: none"> <li>• Ad4Ever</li> <li>• Adinterax</li> <li>• CheckM8</li> <li>• Enliven</li> <li>• Eyeblaster</li> <li>• Eyewonder</li> <li>• Kaon</li> <li>• Klipmart</li> <li>• Pointroll</li> <li>• (Shockwave) Flash</li> <li>• Shoshkeles</li> <li>• TangoZebra</li> <li>• Unicast</li> <li>• Vendaria</li> <li>• Viewpoint</li> </ul> <p>The most popular Rich Media format is (Shockwave) Flash. Please provide ALL of the following for Flash creative:</p> <ul style="list-style-type: none"> <li>• .fla file — all fonts to be converted to vectors</li> <li>• .swf file — able to be displayed without Flash support, file size under 40K</li> <li>• Provide click-through URL</li> </ul>
Audio	Audio clips embedded in the banners to be user initiated by a click. The audio clip can only play one time per click, with no looping.

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