

## Online Advertisement Specifications

Placement in CIOL ROS	Position	File Format	File Dimensions in pixels	File Size	Flash Version	Looping	Special Scripting	Tracking Code	Special Requirement	
Top Mast	Standard Banner / Top Banner	.gif / .swf	468 x 60	< 15 Kb	MX-2004 & above	Forever or Continuous	Not acceptable	<p><b>CIOL Tracking Code as given below has to inserted in flash creatives.</b></p> <p><b>Step1:</b> Select the Action Button in the .fla file</p> <p><b>Step2:</b> Insert the below code(as it is) in the editable action window of the Action Button.</p> <pre>on (release) { getURL (clickTAG, "_blank"); }</pre> <p><b>Step3:</b> Publish to .swf file.</p>	Click Through URL to be given separately along with the creative. In case of flash creatives, .fla file along with fonts used to be furnished.	
First Scroll of the site	Leader Board / Monster Banner	.gif / .swf	728 x 90	< 20 Kb						
Second Scroll of the site	Tower Ad / Skyscraper	.gif / .swf	160 x 600	< 20 Kb						
Article Pages only	Island Ad	.gif / .swf	250 x 250	< 20 Kb						
First Scroll on right side	Panel Ad	.gif / .swf	160 x 100	< 15 Kb						
Article Pages (Above Island Ads)	Pop-Up / Pop-Under	.gif / .swf	300 x 250	< 20 Kb						
	Half Island	.gif / .swf	250x100	< 20 Kb						
CIOL Home Page only	Sleek Banner	.gif / .swf	720 x 40	< 20 Kb						Once
	Dog Ear Peel Back / Page Curl	.swf only	Curl Open: 580 x 540	< 20 Kb						Once
	Floater	.swf only	250x250	< 22 Kb						Once
	Shoshkeles / Site Capture	.swf only	700 x 300	< 22 Kb	Once					
CIOL Home and Index Pages	Promo Slot	.gif only	375*150	<18 Kb	NA	Once	Not Applicable. CIOL does Internal Tracking	Max Display Time=15 secs. Functional Close Button should be there in the creative. Click Through URL to be given separately along with the creative		
	Text Link	Text Only	NA	< 30 characters including space	NA	NA		Click Through URL has to be given separately along with the creative		
CIOL Home and N/w Home Pages	Ticker / Text Scroll	Text Only	NA	<40 characters including space	NA	NA		Click Through URL has to be given separately along with the creative		