



General Ad Specifications

DogTime.com and DogTime Media are fully compliant with Internet Advertising Bureau (IAB) guidelines. We understand your needs as an advertiser and strive to satisfy your campaign requirements in the following ways in order to improve your reach across our audience of women united by their passion for pets:

- > Allowing advertisers to develop consistent content acceptable to leading publishers across different sites.
- > Creating efficiency and ease in the ad creation and media buying process
- > Implementing custom sponsorships and targeted programs

Placement	Dimensions	Max File Size (GIF, JPG, Rich Media)	Accepted files	Expandable Allowed
Leaderboard	728x90	40KB	3rd Party Tags, GIF, JPG, Flash	Yes
Wide Skyscraper	160x600	40KB	3rd Party Tags, GIF, JPG, Flash	Yes
Medium Rectangle	300x250	40KB	3rd Party Tags, GIF, JPG, Flash	Yes
Button	300x90	40KB	3rd Party Tags, GIF, JPG	No
Newsletter Banner	160x600	40KB	JPG Only	No
Newsletter Text Link	text only	NA	Text and 3rd Party Tags	NA

Rich Media Guidelines

Flash Version	Flash version 8 is accepted
Guidelines	Audio: Must be user initiated Video: Limit of up to 30 seconds Initial Load: 35K/KB Subsequent Load: 100K Backup GIF size Loop Count: Three times
Accepted Vendors	Atlas, DoubleClick, EyeBlaster, EyeWonder, Kipmart, Mediaplex, Mediamind, PointRoll, SAY Media, ViewPoint (Unicast)
Lead Time	All rich media requires a lead time of 5 days to post and test
Serving Fees	All rich media serving fees to be paid by advertiser

