



creative specs and rates

Masthead

- Dimension: 600 x 80 pixels
- GIF, JPEG, or Flash, 80k (maximum) file size
- Displayed throughout, at top of website: USD\$400/month (rotating)

Skyscraper (right column)

- Dimension: 100 x 380 pixels
- GIF, JPEG, or Flash, 80k (maximum) file size
- Displayed throughout the site: USD\$200/month (rotating)

Small Ad (right column)

- Dimension: 135 x 100 pixels
- GIF, JPEG, or Flash, 40k (maximum) file size
- Displayed throughout the site: USD\$150/month (non-rotating)

Square Ad (middle column)

- Dimension: 140 x 140 pixels
- GIF, JPEG, or Flash, 40k (maximum) file size
- Displayed only on homepage: USD\$175/month (rotating)

Banner Ad (middle column)

- Dimension: 290 x 75 pixels
- GIF, JPEG, or Flash, 60k (maximum) file size
- Displayed only on homepage: USD\$300/month (rotating)

Resource Sections

Please contact D-Build at info@d-build.org for rate information.

| AD PRODUCT | PIXELS | MAX FILE SIZE | RATE/MONTH |
|-------------------|----------------|---------------|------------|
| Masthead | 600(w) x 80(h) | 80k | \$400 |
| Skyscraper | 100 x 380 | 80k | \$200 |
| Small Ad | 100 x 135 | 40k | \$150 |
| Square Ad | 140 x 140 | 60k | \$175 |
| Banner Ad | 290 x 75 | 75k | \$300 |

content of advertisements

All ad space is sold on a first-come, first-served basis. Custom arrangements may be available upon request, and are subject to a premium. D-Build.org reserves the right to reject or cancel any advertising at any time.

- Acceptable file formats: FLASH, GIF, JPG, HTML
- No expanding, floating, pop-up, or in-stream ads.
- 30-second animation (maximum).
- ALT tags may contain up to 50 characters (including spaces).
- No user-initiated (on-click) sounds.
- Flash frame rate must be no greater than 12 frames per second.
- A default GIF must be provided for users without Flash or JavaScript.
- All public policy, advocacy, political or candidate advertising must be clearly identified on every frame.
- No adult material, gambling or tobacco advertising will be accepted.

media types and timelines

All assets should be provided within spec and received by the ad team no later than 5 days prior to launch to ensure a smooth launch process. If assets are NOT within spec additional time may be required and may affect launch.

Standard Media Ads:

D-Build will accept standard media ads 5 business days prior to ad launch, and 5 days after receipt of creative specs.

Standard Media is defined as any advertisement with or without animation, which users *do not* require interactivity in a web page format. Some examples of these types of executions include but are not limited to:

- Flash (.swf), Preroll Video ads (.flv) or static images (.jpg/.gif/.png)
- 3rd Party Redirects, HTML
- Text/image links

Rich Media Ads:

*D-Build **will not** accepting rich media forms of advertisements.*

Rich Media is defined as any advertisement with which users require interactivity within a web page format. Some examples of these types of executions include but are not limited to:

- Expandable or pop-up ad units
- In-banner video ad units
- "Talking/Synched" ads
- Floating ad units
- Transitional, Interstitial or Superstitial ad units
- Ads that require UI controls such as *play, stop, close*, etc.

agreement

We require a letter from the advertiser or agent, ordering the advertising at least five days before the advertising is scheduled to run.

payment

Payment for all insertions must be made in advance.