

# Creative Specs

**Desktop Size:** ▶ Leaderboard: 728 x 90 pixels  
Billboard: 300 x 250 pixels  
Half Banner: 234 x 60 pixels  
Large Skyscraper: 300 x 600 pixels

**Mobile Size:** ▶ Static Billboard: 300 x 250 pixels  
Static Wide Banner: 320 x 50 pixels

**File Types:** ▶ swf, gif or jpg

**File Size Requirements:** ▶ SWF = under 40kb  
Gif = under 30kb  
Jpeg = under 30kb

**Ad Length:** ▶ NO longer than 15 seconds

**Ad Design:** ▶ Must have border

**ClickTag instructions refer to page 3.**

# Deadlines

**File Types:** ▶ If the advertiser would like to have us create the ad or fulfill any online creative request, allow 3 business days and 2 for any revisions.

If the advertiser supplies their own creative with the correct specs, please allow at least one business day to be processed with the order.

Any other questions please contact:  
[creative@connecticutmediagroup.com](mailto:creative@connecticutmediagroup.com)

## Creative Specs

**Size:** ➤ Sliding Billboard; two pieces:

Pencil =	951 x 30 pixels
Drop =	951 x 300 (max) pixels
Watermark Wrap:	1450 x 640 pixels Top 125px
Desktop Interstitial:	550 x 450 pixels
Mobile Interstitial:	320 x 480 pixels

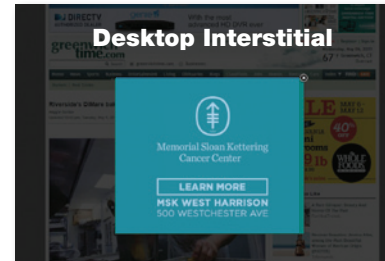
- Design Specs:** ➤
- Must have border
  - If animated, no longer than 8 seconds
  - No file size restrictions
  - ClickTags not required

## Deadlines

**File Types:** ➤ If the advertiser would like to have us create the ad or fulfill any online creative request, allow 3 business days and 2 for any revisions.

If the advertiser supplies their own creative with the correct specs, please allow at least one business day to be processed with the order.

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# CLICKTAG INSTRUCTIONS

## Flash ActionScript 1.0/2.0

### Inserting a clickTag using ActionScript 1.0 or 2.0

- Step One:** ➤ Insert a new button.
- Step Two:** ➤ While in the button's screen, create a "box" that will cover the size of the entire ad in the HIT frame.
- Step Three:** ➤ In the main scene, drag the button from the library into frame 1 of a new layer. This layer must be the top layer.
- Step Four:** ➤ Add an action to the button. Copy and paste the script EXACTLY as shown below:  

```
on(release) {  
  getURL(clickTag,"_blank");  
}
```

Note: Do NOT embed the URL into the clickTag. Please leave "\_blank" in the ActionScript.
- Step Five:** ➤ Prior to publishing the movie, select version 9.0 or earlier of the Flash Player in the Publish Settings.
- Step Six:** ➤ Export Movie.

## Flash ActionScript 3.0

### Inserting a clickTag using ActionScript 3.0

- Step ONE:** ➤ In frame 1 of the top layer of the movie scene, insert the script for the clickTag button. Download the ActionScript 3.0 file.
- Step Two:** ➤ Insert a new button.
- Step Three:** ➤ While in the button's screen, create a "box" that will cover the size of the entire ad in the HIT frame.
- Step Four:** ➤ In the main scene, drag the button from the library into frame 1 of a new layer. This layer should lie directly underneath the ActionScript layer.
- Step Five:** ➤ Add the instance name, thisBTN, to the button.
- Step Six:** ➤ Prior to publishing the movie, select version 9.0 or earlier of the Flash Player in the Publish Settings.
- Step Seven:** ➤ Export Movie.

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**Validator:** ➤

<https://doubleclick-support.appspot.com/validator/>

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