

ONLINE SPECIFICATION

Leaderboard
728x90 pixel, 30K, gif/jpeg/flash

Push Down
Collapsed:970x66 pixels, 60K
Expanded:970x418 pixels, 110K
gif/jpeg/flash

Skyscraper
300x600 pixel, 40K, gif/jpeg/flash

Text Banner
Japanese Character 144

Rectangle
300x250 pixels, 40K, gif/jpeg/flash
Side Kick
Expanded:850x700 pixels, 110K,
gif/jpeg/flash



Page Peel
Peel:900x650 pixels
Dog ear:75x75 pixels
Max file size:100K
non animated gif/jpeg/flash

Online banner ad

- Leaderboard	@\$2000/Month	- Page Peel	@\$2000/Month
- Push Down	@\$2500/Month	- Text Banner	@\$1000/Month
- Rectangle 1	@\$1750/Month	- Sidekick 1	@\$2000/Month
- Rectangle 2	@\$1500/Month	- Sidekick 2	@\$2000/Month
- Skyscraper	@\$1500/Month		
- Microsite	@\$2500/Month	- Withe Paper 3-month Sponsorship Rate	@\$1500/Paper

● minimum contract term: 1 month