

# 2022 Online Specifications

## Leaderboard

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

## Push Down

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

## Rectangle 1

300x250 pixels, 40K, gif/jpeg/flash

## Side kick 1

Expanded:850x700 pixels, 110K,  
gif/jpeg/flash

## Text Banner

Japanese Character 144

## Rectangle 2

300x250 pixels, 40K, gif/jpeg/flash

## Side kick 2

Expanded:850x700 pixels, 110K,  
gif/jpeg/flash

## Skyscraper

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

## Microsite



## 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

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