

# 2024 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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