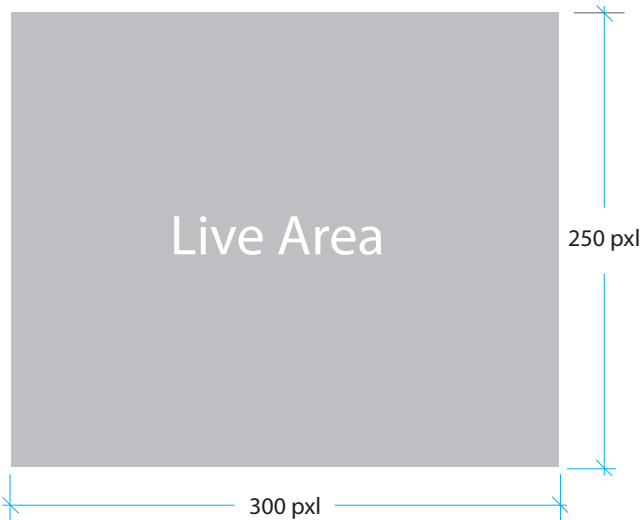


This document is a guide to ensure correct file submission for the *Flash* ad by advertisers.

Preparing your Flash ad files for Gardner web sites.

Utilizing our 15 second Flash advertising spots allows for an extended message about your product, company or brand. Flash ads “autoplay” upon page load and run two loops before stopping on your final frame. The ad can be replayed when initiated by the user. Flash ads must start with audio “OFF”. The sound can then be toggled on by the user (please include a sound on/off button within your ad for this interactive operation). These Flash ad placements are exclusive. We allow only one dynamic Flash ad per web page.



AUDIO
 Please include an OFF/ON button for audio. We DO NOT allow sound to auto-play on page load. Sound must be initiated by viewer. Please locate Audio OFF/ON button in lower left or upper left corner.

BORDERS
 DO NOT include borders in your submitted files. GBM will add a 1 pixel grey border around Flash ads with white or light backgrounds. Refer to example 1.

Example 1



Example 2



Example 3



Flash Ad Specifications:

File Size:	40k
Loops:	2 max (can have “Replay” button)
Pixel Dimension:	300 X 250 pixels
Frame Rate:	max 25 FPS (400 kps)
Runtime Length:	15.0 seconds max
File Format	Please submit BOTH source .FLA with the .SWF files.
Audio	Audio is initiated by the user. Auto-play audio in not permitted in our flash ads. Please build your file with an OFF/ON sound button.

FINAL File Submission Requirements for Flash Ads

Fonts:	All fonts used to create advertisement
Creative files:	Please submit the working Flash file (.FLA) file. and final .SWF file.
Borders:	A 1 pixel border is applied to ads with white or light backgrounds. Refer to example 1.
URL	Supply URL for click destination

IMPORTANT: YOU MUST INCLUDE THIS CODE. If not included, no clicks will be tracked

```

SWF files must have the following click tag embedded on the button:
on (release)
{
  getURL(clickTag, clickTarget);
}
    
```

GBM requires a 5 business day lead time once your flash ad has been received for review and upload.