



# BANNER ADS TYPE AND SIZE OPTIONS

DESIGN SERVICES - RICH MEDIA ADVERTISING  
DIGITAL SALES: 248.827.4991 EMAIL: SETH@WXYZ.COM

Online advertising is an ideal revenue generating tool that harnesses the power of the web to increase exposure and sales. Not only will internet advertising help target your market, but it can also build and maintain your company image, brand recognition and engagement.

We offer an array of web ad sizes and options to enable your company to get the exposure it deserves. Depending on the Ad Unit chosen there are four options available; static, animated, expandable, or pushdown. Listed below are the Ad Unit sizes and options available. Please note that all sizes are measured in pixels.

## **PENCIL PUSHDOWN START SIZE OF 994x30**

Expands downward to a maximum size of 994x300 pushing all of the website content down.

## **MICROBUTTON START SIZE OF 88x31**

Expands downward and to the left to a maximum size of 300x250 overlaying the website content.

## **SKYSCRAPER START SIZE OF 160x600 • EXPANDABLE OR NON-EXPANDABLE.**

Expands right to a maximum size of 320x600 overlaying the website content.

## **MEDIUM RECTANGLE START SIZE OF 300x250 • ANIMATED, STATIC, PUSHDOWN OR EXPANDABLE**

Expands left to a maximum size of 600x250 overlaying website content or downward to a maximum size of 300x600 overlaying the website content.

## **HALF PAGE START SIZE OF 300x600 • ANIMATED, STATIC, PUSHDOWN OR EXPANDABLE**

Expands left to a maximum size of 600x600 and overlaying the website content.

## **LEADERBOARD START SIZE OF 728x90 • ANIMATED, STATIC OR EXPANDABLE**

Expands downward to a maximum size of 728x315 overlaying the website content.

## **FOOTER START SIZE OF 728x90 • ANIMATED, STATIC OR EXPANDABLE**

Expands upward to a maximum size of 728x315 overlaying the website content.

## **FLOATER START SIZE OF 500x500**

Floating ad overlays the page content and floats in the center of the website content.

## **ABC AD POD PLAYER START SIZE OF 1000x550**

The Ad Pod is a full episode video player that can play up to high definition resolution videos. These ads will run on the abc.com episode player.

## **PROMO BOX START SIZE OF 658x90 • STATIC OR ANIMATED, NON-EXPANDABLE ONLY**

## **LOWER HOVER START SIZE NEEDS TO BE CONTAINED WITHIN 2000x125 • ANIMATED OR STATIC**

The ad is fixed to and animates at the bottom of the screen then collapses to a 100x125 size "Sticker".

## **SYNCHED ADS**

Standard ads (Medium Rectangle, Leader, Footer and Skyscraper) can run simultaneously in different locations on the site enhancing the message by using more real estate to communicate the offer or product. The ads will be synched which means they start to play at the exact same time. Creative concepts can be enhanced through synchronized ads.



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MICROBUTTON



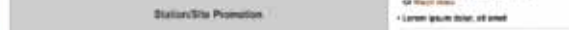
PENCIL PUSHDOWN



MEDIUM RECTANGLE



PROMO BOX



SKYSCRAPER



FOOTER





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## PENCIL PUSHDOWN

Initial State / Static State



Expanded State



## MICROBUTTON

Initial State / Static State



Expanded State



## SKYSCRAPER

Initial State / Static State



Expanded State





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## MEDIUM RECTANGLE

Initial State / Static State



Expanded State - Downward Overlay



Expanded State - Left Overlay



Expanded State - Downward Push



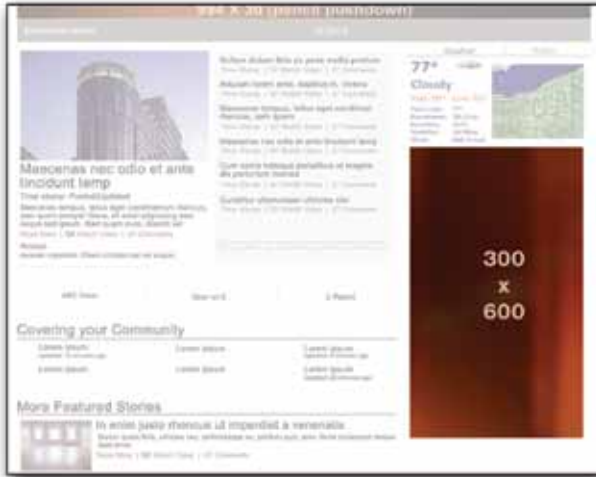


# BANNER ADS TYPE AND SIZE OPTIONS

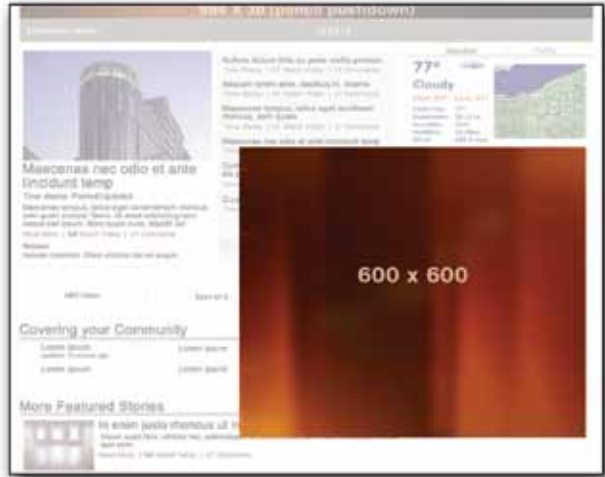
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## HALF PAGE

Initial State / Static State



Expanded State

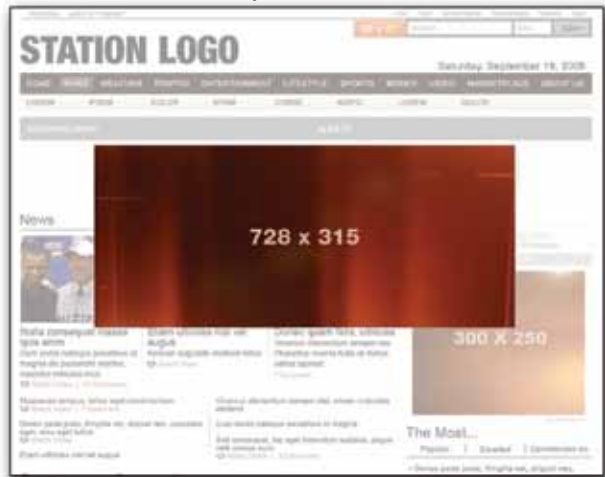


## LEADERBOARD

Initial State / Static State



Expanded State



## FOOTER

Initial State / Static State



Expanded State





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## FLOATER

Initial State / Static State



Expanded State



## ABC AD POD PLAYER

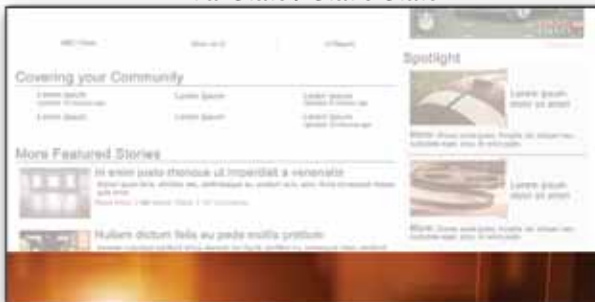


## PROMO BOX



## LOWER HOVER

Initial State / Static State



Final State (Sticker)

