

Spa

2008 Online Advertising Specs

Website Digital Requirements

Banners

| AD | DIMENSIONS | FILE SIZE | FILE TYPE |
|---------------|--------------------------|-----------|---------------------------------|
| Leaderboard | 728 x 90 pixels, 72 dpi | 30kb | Gif, Jpg, Swf; include Fla file |
| Middle Banner | 468 x 60 pixels, 72 dpi | 30kb | Gif, Jpg, Swf; include Fla file |
| Tile | 180 x 150 pixels, 72 dpi | 30kb | Gif, Jpg, Swf; include Fla file |

ENEWSLETTER

| AD | DIMENSIONS | FILE SIZE | FILE TYPE |
|------------|---|-----------|-----------|
| Skyscraper | 160 x 600 pixels, 72 dpi | 30kb | Gif, Jpg |
| Text Link | 65 pixels, 72 dpi image with product name or travel special | 30kb | Gif, Jpg |

APPROVED THIRD PARTY VENDORS: Ad4Ever, Adinterex, Atlas, Bluestreak, CheckM8, Centerport, Double-Click, Dynamic Logic, Enliven, Eye Blaster, Eye Return, Eye Wonder, Google, Interpolls, Kaon, Klipmart, Media-plex, OAS JX, Poindexter, Pointroll, Tango Zebra, Unicast, United Virtualities, Value Click, Vendaria, Viewpoint

Note: All materials must be submitted 5 business days before scheduled posting or placement will be rescheduled.

CONTACT

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