



Advertisers & Agencies

Display Ad Specifications

In-Banner: All text and graphics stay within ad unit.

Expandable Banner: Ad expands beyond its original size upon user or host initiation.

Placement	Ad Size	File Size	Animation	Looping	Delivery Method	Rich Media Accepted
Skyscraper	160x600	40K	15 seconds	3 loops	GIF/JPEG, Flash or Third-Party	100K, In-Banner, Expandable
Rectangle	300x250	40K				
Leaderboard	728x90	40K				
Video	Ad Size	Format	Initiation	Length	Audio	Video Controls
Preroll	618 width	Various*	Auto-initiated	15 and 30 seconds	On By Default (Mute Button Enabled)	N/A
Video Overlay	938x518 with 30px bleed on left	Static: 300kb jpg Animated: 1mb flv	Auto-initiated	5 seconds	GIF/JPEG, Flash	N/A
Companion Ad	300x250	40K maximum file size			GIF/JPEG, non-animated or Third Party Ad Tags	No Rich Media Accepted
Rich Media	Ad Size	Format	Initiation	Length	Audio	Rich Media Accepted
Full Page Ad	640X480 OR 800X600	100K maximum file size	15 seconds of animation	3 loops	GIF/JPEG, Flash or Third Party Ad Tags	100K, In-Banner
Tandem Ads	728x90 AND 300x250 or 160x600					
Custom Elements	Ad Size	Format	Initiation	Length	Audio	Rich Media Accepted
Site Skins**	varies	jpg + client 1x1 pixel and click command	N/A	N/A	N/A	No Rich Media Accepted

* Giant Realm accepts all video formats (mov, avi, flv, mpeg). Please send the format you have and we will convert as needed.

** Some sites in the Giant Realm network may not accept clickable skins.

Third-Party Ad Tag Guidelines:

- 24/7 OAS
- AdDynamix
- AtlasDMT
- BlueStreak
- Eyeblander
- Eyewonder
- DartMotif
- Doubleclick (DART)
- Interpolls
- Mediaplex
- Pointroll
- TruEffect
- X+1
- Zedo

Supported Third-Party Tag Formats:

- Standard Tags (IMG/HREF URLs)
- IFRAME - must allow Publisher click tracking
- JavaScript - must allow Publisher click tracking

Note: All tags should be submitted with implementation documentation for cache busting requirements and publisher click tracking support.

Rich Media Guidelines

Giant Realm works with all major rich media providers.

Audio:

- Only user-initiated audio allowed.
- Must contain clearly visible mute/stop functionality.

Video:

- Accompanying audio for video ads should be user-
- Maximum play time allowed is 30 seconds.

Expandable:

- All ads must be user-initiated expandables should be
- Host-initiated expandables must have a close button.

Tandem Ad Guidelines:

- Client must supply all three in page sizes per the