

bebo Specs

Standard Ad Units

Ad Unit	Dimensions Width x Height	File Size GIF/JPEG	File Size Flash Ad
Leaderboard	728 x 90	20K max	30K max
Large Rectangle (MPU)	300 x 250	20K max	30K max
Skyscraper	160 x 600	20K max	30K max

- All copy needs to be bordered
- The turn around time for adverts will be 72 hours post final approval

Have you supplied a GIF/JPEG?

If so please remember to supply a landing URL for the campaign

Are you using Flash?

If so a backup Gif must be provided to the above specs (with landing URL)

Flash Clickthrough Commands

For the ad to clickthrough within our ad systems an invisible / transparent click layer button needs to be added on the topmost layer of the flash file. Please attach this command to the button:

Flash 5 or below	Flash 6 or above
<pre>on (release) { getURL(clickTAG, "_blank");</pre>	<pre>getURL(_root.clickTAG, "_blank");</pre>

For advanced copy instructions (for example video streaming and expandables) please request further information from your account manager

When complete send all copy via e-mail to your Account Manager at Educate - tel 0207 902 1200

