

Friendster Standard Ad Specifications

Ad Units	Dimension	Placement	Flash Size	Jpeg/Gif Size	Frames Per Second	Animation	Looping
Skyscraper	160X600	Friends, Photos, Messages, ROS	40k	40k	24	15 secs	Yes / 3x
MREC	300 X 250	Home, Profile, ROS	40k	40k	24	15 secs	Yes / 3x
Half Page	425x600	Messages, Log Out	40k	40k	24	15 secs	Yes / 3x
Strip Banner	960x50	Home, Profile	40k	40k	24	15 secs	Yes / 3x
Stream Button (Rectangle)	105x26	Home	n/a	25k	n/a	n/a	n/a
Stream Button (Square)	26x26	Home	n/a	25k	n/a	n/a	n/a

Guidelines:

- All flash creatives must be accompanied by a back up image (JPEG, GIF, PNG) and a click through URL.
- The creative may expand upon user-click. Under this setting, the panel must retract when the mouse is removed or upon a second user-click.
- Reverse Expandable / Auto Expanding creatives must be frequency capped at 1 per user per 24 hours. Subsequent impressions of the creative will be a standard expandable unit.
- Audio must be by user-initiated click and must include an 'On/Off' functionality. Audio must end on or before the ad is finished.
- The flash file must have the ClickTAG in the button action of the file: `getURL(clickTAG,"_blank")`.
- All creatives must spawn a new window to the landing page upon user click and may not remove the user from the Friendster site.
- All creatives must have a border.
- Lead time to publisher: Standard creatives must be submitted 3 business days prior to launch.

Guidelines:

- All flash creatives must be accompanied by a back up image (JPEG, GIF, PNG) and a click through URL.

Friendster Rich Media Ad Specifications

Expandable	Dimension	Expanded Dimension	Expand Direction	Initial File Size	Total File Size	Animation	Looping
Skyscraper	160X600	420x600	Left	40k	100k	15 seconds	Yes / 3x
MREC	300 X 250	560x300	Left	40k	100k	15 seconds	Yes / 3x
Strip Banner	960x50	960x150	Down	40k	100k	15 seconds	Yes / 3x

Guidelines:

- The creative may expand upon mouse over and must retract when the mouse is removed.
- The creative may expand upon user-click. Under this setting, the panel must retract when the mouse is removed or upon a second user-click.
- Reverse Expandable / Auto Expanding creatives must be frequency capped at 1 per user per 24 hours. Subsequent impressions of the creative will be a standard expandable unit.
- Audio must be by user-initiated click and must include an 'On/Off' functionality. Audio must end on or before the ad is finished.
- If shine through occurs a revised creative must be available.
- Lead time to publisher: Rich media creatives must be submitted 5 business days prior to launch.

Pushdown	Dimension	Expanded Dimension	Expand Direction	Initial File Size	Total File Size	Animation	Looping
Strip Banner	960x50	960x150	Down	40k	100k	10 seconds	Yes / 3x

Guidelines:

- Max pushdown time: 10 seconds, then must retract back to the original dimension of 960x50.
- Must include a visible 'Close' button during play.
- Frame rate for flash files: 24 frames per second (18 frames preferred).
- Audio must be by user-initiated click and must include an 'On/Off' functionality. Audio must end on or before the animation is finished.
- Lead time to publisher: Rich media creatives must be submitted 5 business days prior to launch.

Polite / Streaming Video	Dimension	Video / Length / File Size	Audio / Length	Initial File Size	Total File Size	Looping
Skyscraper	160X600	Yes / 30 seconds max / 2MB	Yes / 30 seconds max	40k	100k	No
MREC	300 X 250	Yes / 30 seconds max / 2MB	Yes / 30 seconds max	40k	100k	No
Half Page	425x600	Yes / 30 seconds max / 2MB	Yes / 30 seconds max	50k	100k	No
Strip Banner	960x50	Yes / 30 seconds max / 2MB	Yes / 30 seconds max	40k	100k	No

Guidelines:

- Video format: Streaming
- Audio can be user-initiated click or mouse-over and must include an 'On/Off' functionality. Audio must end on or before the animation is finished.
- Frequency cap: none
- Lead time to publisher: Rich media creatives must be submitted 5 business days prior to launch.

Floating / OTP	Dimension	Floating Time	Audio / Length	Initial File Size	Total File Size	Looping
Floater	500x500	10 seconds max	Yes / 10 seconds max	40k	100k	No

Guidelines:

- Max floating time: 10 seconds.
- Max frames per second (flash movies): 24 fps.
- Transparent areas can not be clickable.
- All floating ads may not cover the Friendster logo nor primary navigation bars at any time.
- Must include a visible 'Close' button during play.
- Audio must be user initiated and must include an 'On/Off' functionality. Audio must end on or before the floating ad is finished.
- The floating element should take the shape of the object it represents, not an exact rectangle.
- A frequency cap of 1 per user per 24 hours must be applied.
- Full page overlays are not allowed.
- Lead time to publisher: Rich media creatives must be submitted 5 business days prior to launch.

Floating Reminder	Dimension	Floating Time	Audio / Length	Initial File Size	Total File Size	Looping
Reminder	200x200	5 seconds max	No	40k	100k	No

Guidelines:

- Once a floating ad has ended play, an optional floating reminder may remain positioned at the bottom-right corner of the page for an additional 5 seconds.
- Lead time to publisher: Rich media creatives must be submitted 5 business days prior to launch.