

Rich Media Information & Specs

Examples:

Wallpaper: http://www.checkm8.com/demo/travelagentcentral_wallpaper.html

Interstitial: <http://bit.ly/fSqQiM>

Peel Down: http://www.checkm8.com/demo/travelagentcentral_peel.html

Ad Type	Wallpaper	Peel Down	Interstitial
File Size	2 images, Min. 1280 px wide	Collapsed: 170 x130; Display: 640x480	640x480
Duration	Continuous	User initiated	15 sec.
File Type	GIF/JPG, 3rd party ad tags	Any web appropriate (jpg, png, gif, etc.), 3rd party ad tags	Image, Flash file, 3 rd party ad tag
Max File Size	80K	30K	240K
Notes	Each side of the wallpaper should be a minimum of 1280 px wide to accommodate nearly every screen size in common use. If a canvas larger than 1280px is used, featured content must be aligned to the gutters. Non-featured content and imagery may extend beyond the gutters to create a better user experience for users on larger monitors or using higher resolutions. To create a seamless experience for users on larger monitors or using higher resolutions, edges must fade to a solid color on sides and bottom to prevent those users from seeing a hard edge.	Not all of the image area will be visible to the user so please see the example below (Image 1)	Flexible with the amount of time the ad is displayed for and size of ad unit. If .swf is provided, need To provide a backup .jpg or .gif. Sound must be user initiated. If client builds their own ad, they must use our branding in the header/ close button.
Allowed	Horizontal & Vertical Tiling		
Not Allowed	Scroll Follow. Gutter images must remain fixed in browser when user scrolls down.		

Image 1:



Where **YOUR MOST PRESSING QUESTIONS ARE ANSWERED** by the entire travel community.



"Are airlines doing agents an unintentional favor?"



- ENGAGE**
- DISCUSS**
- SHARE**
- NETWORK**
- BLOG**
- REVIEW**
- POST**