

# MECHANICAL SPECS.

## Mechanical Specifications

All campaigns require 2 creative pieces minimum. Creative must change after a 3-months period, quarterly.

Creative must be supplied in GIF, animated GIF or JPG format.

Any rich media creative must be tested for approval.

The artwork may be e-mailed to [andreajurado@produ.com](mailto:andreajurado@produ.com)

## BANNERS

Leaderboard Web / WW Online  
1000 x 150 Pixels  
80 kb Maximum

Leaderboard Newsletters  
684 x 84 Pixels  
80 Kb Maximun

Double Banner  
468 x 120 Pixels  
80 Kb Maximum

Simple Banner  
468 x 60 Pixels      80 Kb Maximum

Right Rectangles  
300 x 200 Pixels  
80 kb Maximum

SkyScraper  
160 x 600 Pixels  
80 Kb Maximum

Medium Rectangle  
183 x 250 Pixels  
80 Kb Maximum

Creative must be supplied in Flash, GIF,  
animated GIF or JPG format.  
Any rich media creative must be tested for  
approval.

**The artwork may be e-mailed to**  
[andreajurado@produ.com](mailto:andreajurado@produ.com)

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## EMAIL BLAST

400Kb Maximum

Format: HTML

Send to: [andreajurado@produ.com](mailto:andreajurado@produ.com)

Reply E-mail Address and Subject