

| ThePhoenix.com | | | | | | | | | |
|------------------------|------------------------|---|-----------|------------------|------------------|------------|-----------|--|-----------------------|
| Ad Type | Dimensions (in pixels) | Expandable Dimensions (All expandable ads must be 3rd party served.) | File Size | File Type | Animation | Rich Media | 3rd Party | Location | Notes |
| Leaderboard | 728x90 | CURRENTLY NOT AVAILABLE Expandable ads can expand up to 768 x 270. Must expand downwards. | 30K | jpg, gif, or swf | Up to 30 seconds | Yes | Yes | This ad sits horizontally across the top of the site, to the right of the logo | Run of site |
| Footer | 728x90 | Expandable ads can expand up to 768 x 270. Must expand upwards. | 30K | jpg, gif, or swf | Up to 30 seconds | Yes | Yes | This ad sits horizontally across the bottom of the site. | Run of site |
| Big Ad / IMU | 300x250 | CURRENTLY NOT AVAILABLE Expandable ads can expand up to 504 x 280. Must expand to the left. | 35K | jpg, gif, or swf | Up to 30 seconds | Yes | Yes | This ad sits in the sidebar | Run of site |
| Skyscraper | 160x600 | Expandable ads can expand up to 480x600. Must expand to the left. | 30K | jpg, gif, or swf | Up to 30 seconds | Yes | Yes | This ad sits vertically across the right margin of the site. | Run of site |
| Mini-Skyscraper | 160x300 | NA | 25K | jpg, gif, or swf | Up to 30 seconds | Yes | Yes | This ad sits vertically across the right margin of the site. | Run of site |
| ThePhoenix.com emails | | | | | | | | | |
| Ad Type | Dimensions (in pixels) | Expandable Dimensions (All expandable ads must be 3rd party served.) | File Size | | Animation | Rich Media | 3rd Party | Location | Notes |
| CO-SPONSORSHIP: | | | | | | | | | |
| IMU | 300x250 | | 45K | jpg or gif | Up to 30 seconds | No | No | This ad is placed on the right side of the email | JPG or GIF (NO FLASH) |
| Sponsored Link | text, 150 words | NA | | text | No | No | No | This ad sits horizontally | Up to 3 URLs |



Materials: All materials can be sent to interactive@phx.com. Please be sure to indicate the site name, position the ad is for and in case of email newsletters, the newsletter name and issue date. Creative is due 3 business days prior to campaign start, 6 for rich media and 5 for email newsletters.

Rich media is accepted on all ad units, however action must be user-initiated. In order to respect the user experience, all rich media needs to be tested and approved. The Phoenix Media/Communications Group (PMCG) reserves the right to refuse creative. When submitting rich media please send alternate .gif. Additional charges may apply to rich media campaigns.

Creating and Submitting Rich Media Files

We accept Flash files, however they require the insertion of a click tag in order to be properly tracked. Please **do not** include your site link in your Flash button.

Instead, insert the following code:

```

on(release)
{
  getURL(_root.clickTAG, "_blank");
}

```