

Stuffatnight.com									
Ad Type	Dimensions (in pixels)	expandable ads must be 3rd party served.)	File Size	File Type	Animation	Rich Media	3rd Party	Location	Notes
Leaderboard	728x90	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, 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	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 in the margin of the main content frame.	homepage, nightlife home, features home, subsection pages
Mini-Skyscraper	160x300	NA	25K	jpg, gif, or swf	Up to 30 seconds	Yes	Yes	This ad sits vertically in the margin of the main content frame.	homepage, nightlife home, features home, subsection pages

Stuffatnight.com emails									
Ad Type	Dimensions (in pixels)	expandable ads must be 3rd party served.)	File Size	File Type	Animation	Rich Media	3rd Party	Location	Notes
Daily:				jpg or gif					
Skyscraper	160x600	NA	35K	jpg or gif	Up to 30 seconds	No	No	This ad sits vertically across the right margin of the email template.	JPG or GIF (NO FLASH)
Sponsored Link	text, 150 words max	NA		text	No	No	No	This ad sits horizontally between sections of the email	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");
}

```