

Enxradio.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	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 FNX nameplate.	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 left 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 left margin of the site.	Run of site



Enxradio.com streaming player									
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
Pre-Roll	4:3 aspect ratio, player size: 300x250	NA	NA	.flv, .avi, .wma or .wmv	10-12 seconds	Yes	No	pre-roll plays in 300x250 ad unit which sits on the right side of the player	
Leaderboard	728x90	NA	30K	JPG or SWF (NO GIFS)	Up to 30 seconds	Yes	No	This ad sits horizontally across the top of the player.	
Big Ad / IMU	300x250	NA	35K	JPG or SWF (NO GIFS)	Up to 30 seconds	Yes	No	This ad sits on the right side of the player	

Enxradio.com emails									
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
CO-SPONSORSHIP:									
Main Box	600 pixels wide, 400-800 pixels tall	NA	150-200K	JPG or GIF (NO FLASH)	No	No	No	Top	
Small box	250x300 or 100x100 and 25 words of text	NA	35K	JPG or GIF (NO FLASH)	No	No	No	Middle	
Additional Ad unit	450x50 and 25 words of text	NA	35K	JPG or GIF (NO FLASH)	No	No	No	Bottom	

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"); }`