

Reed Construction Data Advertising Specifications

On-site Advertising Units: Banner Sizes 468x60, 728x90, 120x600, 160x600, 300x250			
File Size	Suggested File Format	Animation	Target URL
Up to 40k	GIF, Animated GIF, HTML, JavaScript, Flash and Third Party Ad Serving. Custom formats on a case-by-case basis. Borders strongly suggested.	Looping should not exceed 4x	May not exceed 200 characters or have more than one embedded (?) question mark.

On-site Advertising Units: Button Sizes 120x60, 100x100			
File Size	Suggested File Format	Animation	Target URL
Up to 40k	GIF, Animated GIF, HTML, JavaScript, Flash and Third Party Ad Serving. Custom formats on a case-by-case basis. Borders strongly suggested.	Looping should not exceed 4x	May not exceed 200 characters or have more than one embedded (?) question mark.

Supported creative types include: (but are not limited to the following)	
RICH MEDIA (rich media fee may apply)	3rd Party Ad Serving
<ul style="list-style-type: none"> • Pointroll • Eyewonder • Eyeblaster • Enliven 	<ul style="list-style-type: none"> • Atlas DMT • Pointdexter • Doubleclick • Mediaplex

Additional Flash requirements

- Flash requires the .swf, .fla files and a back-up .gif, along with URL
- For instructions on embedding your click tag in your .swf file please visit this site: www.reedconstructiondata.com/advertising/richmedia
- All Rich Media creative is needed three (3) days prior to start of campaign
- GIF, JPG and HTML creative is needed two (2) days prior to start of campaign

Construction eWire Canada

- 728x90 - gif or jpeg (animation OK, NO flash)
- 160x600 - gif or jpeg (animation OK, NO flash)
- Headline + up to 100 words of text (included in the body of newsletter)
- Up to three (3) unique URLs

No Ad? No Problem. Reed Construction Data in-house creative services provided at \$125 per hour.