



General Ad Specifications

DogTime.com and DogTime Media are fully compliant with Internet Advertising Bureau (IAB) guidelines. We understand your needs as an advertiser and strive to satisfy your campaign needs in the following ways in order to improve your reach across the pet and pet enthusiast marketplace:

- > Allowing advertisers to develop consistent content acceptable to leading publishers across different sites.
- > Creating efficiency and ease in the ad creation and media buying process
- > Implementing custom sponsorships and targeted programs

Placement	Dimintions	Max File Size (GIF, JPG)	Max File Size (Rich Media)	Accepted files	Expandable Allowed
Leaderboard	728x90	25KB	40KB	3rd Party Tags, GIF, JPG, Flash	Yes
Skyscraper	160x600	25KB	40KB	3rd Party Tags, GIF, JPG, Flash	Yes
Medium Rectangle	300x250	25KB	40KB	3rd Party Tags, GIF, JPG, Flash	Yes
Button	120x90	25KB	40KB	3rd Party Tags, GIF, JPG, Flash	No
Newsletter	160x600	25KB	NA	GIF, JPG	No

Rich Media Guidelines

Flash Version	Flash version 8 is accepted	
Guidelines	Audio:	Must be user initiated
	Video:	Limit of up to 30 seconds
	Initial Load:	35K/KB
	Subsequent Load:	100K Backup GIF size
	Loop Count:	Three times
Accepted Vendors	DoubleClick, PointRoll, ViewPoint (Unicast), EyeBlaster, Kipmart, EyeWonder	
Lead Time	All rich media requires a lead time of 5 days to post and test	
Serving Fees	All rich media serving fees to be paid by advertiser	