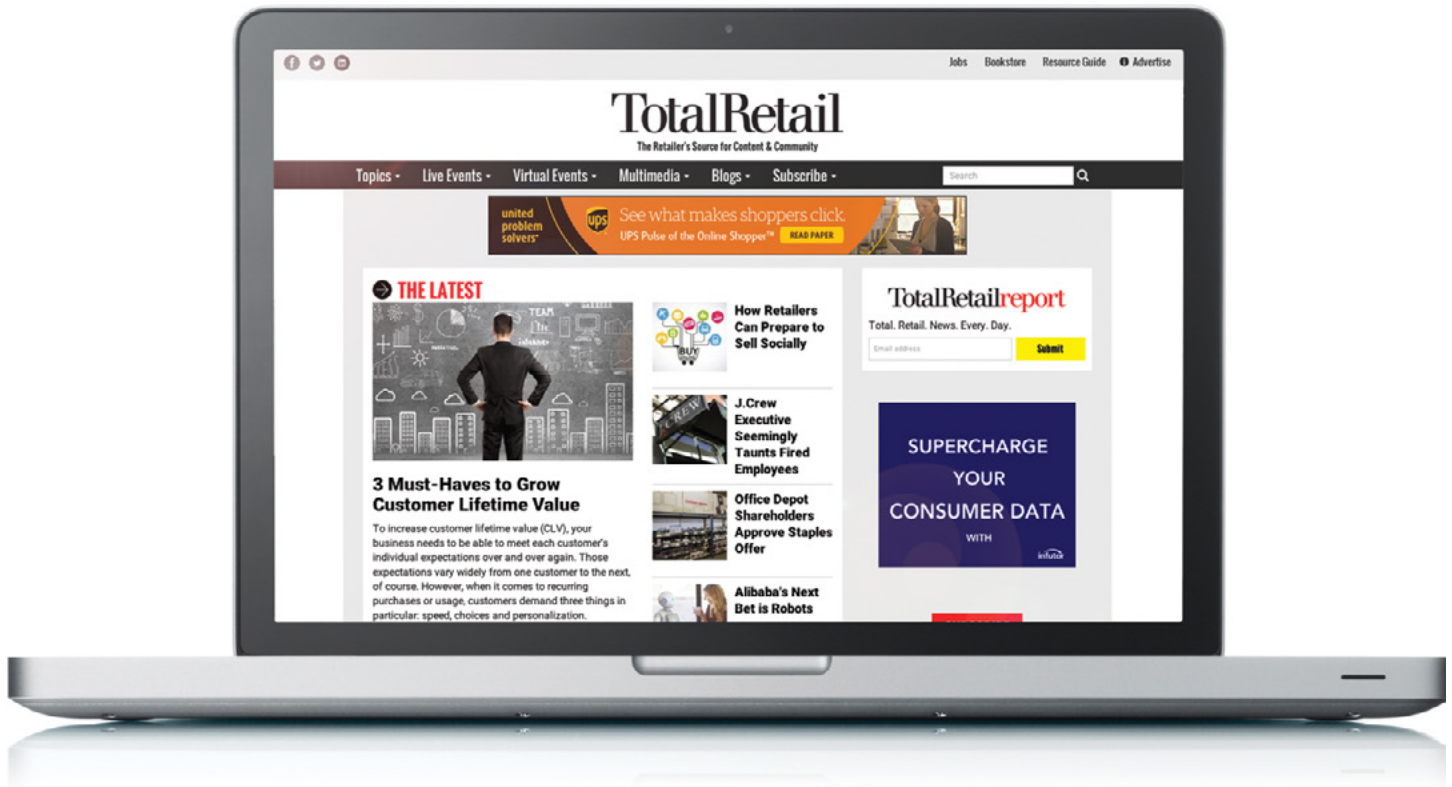


TotalRetail specs



Flexible Ad Format Designed to Maximize Results

ACCEPTED CREATIVE

GIF or JPEG

- Maximum file size: 50k
- Resolution: 72 dpi
- Frames and Looping Restrictions:
Maximum 4 frames with 3 loops
- Recommended animation length: 30 seconds

Flash (.SWF/Flash 7.3 up) and other Rich Media) (Accela EyeBlaster, PointRoll, etc.)

- Flash must include proper clickTAG that opens target URL in new browser window

- Animation Length: 15 seconds or 30 seconds
- Maximum file size: 100k
- Audio: User-initiated with pause/stop/play controls
- Audio: Sound On/Off controls must be present
- Video: .FLV (maximum file size 1.2 MB)
- Video may auto-play or display via a user-initiated sub-load
- Maximum Frame Rate
Flash: 20 fps
Video: 30 fps

ALL MAJOR THIRD-PARTY AD SERVING ACCEPTED

- Whenever possible, Total Retail follows guidelines set by the Interactive Advertising Bureau (IAB). For more information, visit www.iab.net.
- Please submit all DoubleClick Site Directory RFPs to: jdipasquale@napco.com
- For more information, please contact your advertising sales representative.