

Target Marketing Specs



Flexible Ad Format Designed to Maximize Results

ACCEPTED CREATIVE

PNG, GIF or JPG

- Maximum file size: 200k
- Recommended Animation Guidelines:
 - Maximum length 30 seconds
 - 4 frames, 3 loops

Rich Media

- Maximum file size: 200k
- Audio: User-initiated with pause/stop/play controls
- Audio: Sound On/Off controls must be present
- Video may auto-play or display via a user-initiated sub-load
- Maximum Frame Rate
Video: 24 fps

ALL MAJOR THIRD-PARTY AD SERVING ACCEPTED

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