



Advertising Specifications for Surf.co.nz, Snow.co.nz and Swellmap.com

Advert Type	Pixel Dimensions (Width x Height)	Max File Size (kilobytes)	Accepted Formats
Big Banner	760 x 120	50	GIF, JPEG, SWF
Tower	160 x 600	50	GIF, JPEG, SWF
Super Skyscraper	300 x 600	50	GIF, JPEG, SWF
Island Advertisement	300 x 250	50	GIF, JPEG, SWF
Button Advertisement	125 x 125	30	GIF, JPEG, SWF
Solus Email	600 x 1000	30	GIF, JPEG, HTML
What's Hot Inclusion	550 x 250	30	GIF, JPEG
Mini Tower Inclusion	120 x 400	30	GIF, JPEG

Notes:

Expandable HTML adverts - We can accept expandable adverts

- A surcharge of 20% applies
- They must be hosted by the 3rd party

Flash Ads

- All flash ads must contain a universal clickTAG instead of a specific link. Attach the following action script to a button in your flash movie. Ads created with a clickTAG allow any publisher to adjust the URL without modifying the ad - **on (release) {getURL(clickTAG, "_blank")}** - **This is a must!**
- **The clickTAG is case sensitive so ensure you have it as above**
- The clickTAG must be set for us to track clicks

