



# SnagJob.com Ad Specifications

Last Updated:  
8/12/2007

## Basics

<b>Ad Sizes</b>	120x600, 160x600, 300x250, 468x90, 728x90, Pop-Under (720x300)
<b>Ad Types</b>	Gif, JPG, HTML, Rich Media
<b>Max Ad File Size</b>	See below.
<b>Animation Allowed</b>	Yes
<b>Audio</b>	Yes. See Guidelines below.
<b>Animation Time</b>	15 seconds
<b>Alt Text</b>	30 characters maximum
<b>Rich Media</b>	Flash, Limited Expandable, iFrame, In Banner Video Streaming, Standard HTML, Javascript, PointRoll, Eyeblander
<b>3rd Party Ad Serving</b>	Yes
<b>Targeting Values</b>	Geography, Gender, Age, Day-Parting, Zone

## HTML

1. HTML code max size is 4K.
2. Up to 3 images totaling no more than 30K may be used.
3. Client-side images maps, if needed, must be provided by the advertiser.
4. Limited use of HTML forms are permitted with approval and must use "get" request and may not use SSL.
5. Ads may not include page level tags including <html><body><meta><title>, etc. except for pop-under ads.

## Javascript

1. Script code must be in side HTML comments <!-- -->
2. Scripts may not affect other elements of the page outside of the ad unit.
3. All scripts must include <noscript> elements.
4. Scripts may not close the window the ad was served except for pop-under ads.
5. All click-through URLs must open a new browser window.

## Ad File Sizes

<b>120x600/160x600</b>	30K standard creative / 35K Flash
<b>300x250</b>	25K standard creative / 35K Flash
<b>468x60</b>	20K standard creative / 30K Flash
<b>728x90</b>	25K standard creative / 35K Flash
<b>Pop-Under</b>	35K standard creative / 35K Flash

## Link URLs

1. Must contain valid domain names (no IP addresses).