

## Web Ad Specs

<b><u>BANNER AD</u></b>	<b><u>SKYSCRAPER AD</u></b>
<b>Dimensions:</b> 468 x 60 pixels	<b>Dimensions:</b> 120 x 600 pixels
<b>Format:</b> .GIF, .JPG or FLASH*	<b>Format:</b> .GIF, .JPG or FLASH*
<b>Mode:</b> RGB (.jpg) or Indexed Color (.gif)	<b>Mode:</b> RGB (.jpg) or Indexed Color (.gif)
<b>File Size:</b> < 30kb	<b>File Size:</b> < 100kb
Please include URL with the ad materials.	Please include URL with the ad materials.
<b><u>LEADERBOARD AD</u></b>	<b><u>MULTI-MEDIA AD</u></b>
<b>Dimensions:</b> 728 x 90 pixels	<b>Dimensions:</b> 350 x 250 pixels
<b>Format:</b> .GIF, .JPG or FLASH*	<b>Format:</b> Flash video (no sound) or animated .gif*
<b>Mode:</b> RGB (.jpg) or Indexed Color (.gif)	<b>Runtime:</b> < 2 minutes
<b>File Size:</b> < 100kb	
Please include URL with the ad materials.	Please include URL with the ad materials.
<b><u>Ad for DAILY EMAIL</u></b>	<b><u>BUTTON AD</u></b> (for Daily Email)
<b>Dimensions:</b> 468 x 60 pixels	<b>Dimensions:</b> 150 x 150 pixels
<b>Format:</b> .GIF or .JPG (does not support Flash)	<b>Format:</b> .GIF or .JPG (does not support Flash)
<b>Mode:</b> RGB (.jpg) or Indexed Color (.gif)	<b>Mode:</b> RGB (.jpg) or Indexed Color (.gif)
<b>File Size:</b> < 30kb	<b>File Size:</b> < 30kb
Please include URL with the ad materials.	Please include URL with the ad materials.

\*If sending a (FLASH) .SWF file, we will need to embed our tracking click-through URL (send .FLA files)

**homeworldbusiness.com**  
**Production contact:** Barbara Jordan  
 ICD Publications • 45 Research Way  
 East Setauket , NY 11733  
 Phone: 631-246-9300 x222 • Fax: 631-246-9696  
 barbaraj@icdnet.com

**hotelbusiness.com**  
**Production contact:** Diane Costanza  
 ICD Publications • 45 Research Way  
 East Setauket , NY 11733  
 Phone: 631-246-9300 x240 • Fax: 631-246-9696  
 dianec@hotelbusiness.com