

Banner Ad Specifications:

344 x 60 (DefenseReview Standard Banner), 120 x 240

- File size < 15 kbytes
- JPGs, GIF and animated GIFs accepted

Flash* - 20 kbytes download, and up to four additional download streams upon user click are permitted. Each additional stream may not exceed 40K 160 x 90, 120 x 90, 120 x 60

- File size < 5 kbytes
- JPGs, GIF and animated GIFs accepted

160 x 600 (Skyscraper), 336 x 280 (Jumbo)

- File size < 25 kbytes
- JPGs, GIF and animated GIFs accepted
- Flash* - 30 kbytes download, and up to four additional download streams upon user click are permitted. Each additional stream may not exceed 50K

*Note - Flash Advertisements:

- Please submit the original flash file, with supporting fonts/images, so that DefenseReview can insert tracking information
- Please submit an image (JPG or GIF) to be served in case the user does not have flash installed - The kbyte size for the static image should be the same as the kbyte restriction for a normal image ad of the same size and shape
- The frame rate for flash files may not exceed 18 frames per second. 12 frames per second is preferred

DefenseReview Newsletter Ad Specifications:

Text:

- Text may not exceed 350 characters (with spaces), including URL and title
- Must not include special characters (□,□,□) – ((TM) is ok)
- Use of bold and font colors is recommended
- Note: If a specific product is being featured, the link must go to specific page on your site with information on that product, not just to the homepage.

Image:

- Image may not exceed 150 pixels in height and 150 pixels in width, unless otherwise specified
- One image unless otherwise specified
- May not exceed 20 kbytes in file size
- GIFs, JPGs and animated GIFs are acceptable

