

**120x60**

<b>Spec Classification:</b>	Banner
<b>Spec Placement:</b>	Ad.com Network Other
<b>Width:</b>	120
<b>Height:</b>	60
<b>File Type:</b>	In-Banner
<b>Max Initial Load File Size:</b>	80 KB
<b>Host Initiated Sub-Load File Size:</b>	Not allowed for this unit
<b>Max Animation Time:</b>	15 seconds in banner
<b>Backup Image Submission Guidelines:</b>	Tag must always deliver either a primary experience or acceptable backup for instances when the user's browser does not support creative functionality (e.g. Flash, HTML5, JavaScript).
<b>Z-Index Guidelines:</b>	<a href="#">Click here for z-index range</a>
<b>Tablet Experience:</b>	If built in HTML5, rich media will extend to Tablet.
<b>Third Party Serving:</b>	Approved 3rd party vendors accepted
<b>Third Party Tracking:</b>	Yes
<b>Submission Guidelines:</b>	<ul style="list-style-type: none"><li>• Standard - 2 business days prior to launch</li></ul>

**Key Creative Guidelines:**

- Non-Rich Media: .gif and .png files must have color palette reduced;
- .jpg files should be reduced in quality (50% Photoshop or equivalent recommended);
- Banner should be encased in a 1 pixel black border and distinct from the content on the page.
- Rich Media: All standard [Creative Guidelines](#) apply.
- Please see [Ad.com](#) section for standard non-rich specs.