	Format Category	Format (WxH)	File Size* (flash)	Audio Initiation	Animation Length	Controls	Labeling & Other Items
In-Page Units	**UAP Units**	728x90; 300x250; 160x600	30 KB	User Initiated (on click)	15 seconds	Not applicable	• Label = "Advertisement" • Font = 16 pt
		180x150	20 KB				
	In-Page Units	88x31; 120x30	5 KB	User Initiated (on click)	15 seconds	Not applicable	• Label = "Advertisement" • Font = 16 pt
		120x60; 120x90; 230x33	10 KB				
		234x60; 125x125	20 KB				
		468x60; 120x240; 250x250; 120x60; 226x280; 240x400	30 KB				
		300x600; 728x210; 500x350; 720x300; 550x480	40 KB				
Over-the-Page Units	**Expandable Units**	User-initiated Expandable Ads	40 KB	User Initiated (on click)	15 seconds	• Control = "Close X" • Font = 16 pt • Location = On Edge of Original (non-expanded) unit • Feature = Enable Mouse-Off Retraction	• Label = "Advertisement" • Font = 16 pt
		Non-User-Initiated Expandable Ads					
	Over-the-Page; Pop-Up Units	Pop-up #1: 250x250	40 KB	User Initiated	15 seconds	Provided by Browser Window	See Pop-Up Guidelines for more details
		Pop-up #2: 300x250					
		Pop-up Large: 550x480					
	Over-the-Page; Floating Units	Floating Ads	40 KB	User Initiated	15 seconds	• Control = "Close X" • Font = 16 pt • Location = Fixed placement at the location of the first completely visible frame	• Label = "Advertisement" • Font = 16 pt
		Landing Spots for Floating Ads				Not Applicable	
	Between-the-Page Units	Transition Ads	30 KB	User Initiated/ PSUE**	15 seconds & 30 seconds	• Control = "Skip Advertisement" • Font = 16 pt • Location = Above the Fold in Lower Right Corner	• Label = "Advertisement" or "Brought to you by" • Font = 16 pt • Location = Above the Fold (Top of Ad)
	In-Stream Units (now referred to as Broadband Video Commercials)	Please see new ad creative guidelines for Broadband Video Commercials at http://www.iab.net/standards/broadband/index.asp					

NOTE: Not all publishers carry all formats. *Initial file downloads only. **Publishers Set User Expectation.