

Advertising Units

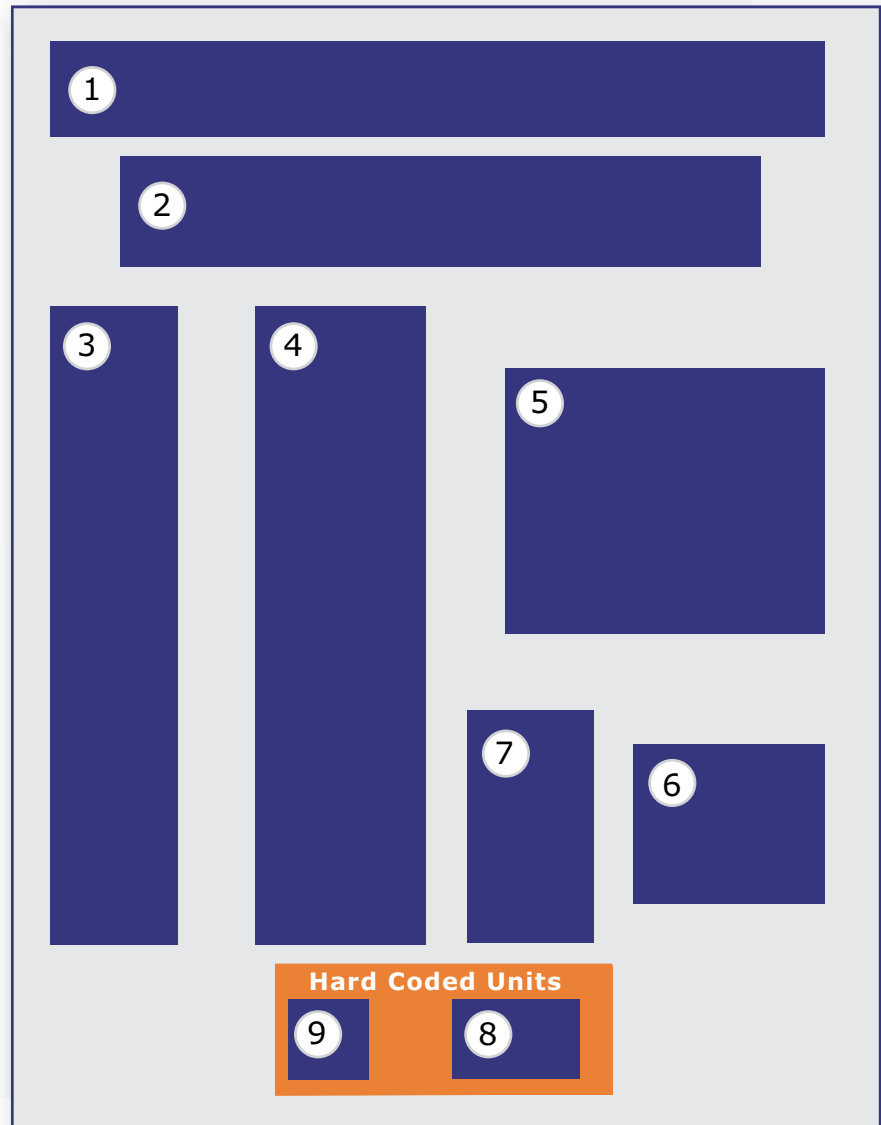
Reach your target audience with a variety of ad sizes and placements on the EarthLink Network. We offer several IAB standard units as well as custom sizes that are unique to our portal.

Standard Units

- ① **EarthLink Standard Leaderboard**
Size: 728 x 90
- ② **EarthLink Mega Ad**
Size: 650 x 100
- ③ **EarthLink Standard Skyscraper**
Size: 120 x 600
- ④ **EarthLink Search Skyscraper**
Size: 160 x 600
- ⑤ **IAB Standards for Large Cube**
Size: 300 x 250
- ⑥ **IAB Standards for Small Cube**
Size: 180 x 150
- ⑦ **EarthLink Home Page Button**
Size: 120 x 240

Hard Coded Units

- ⑧ **EarthLink Cross-Promo Button**
Size: 120 x 60
- ⑨ **EarthLink Shopping Widget**
Size: 85 x 85



Advertising Specifications

Unit	Graphic	File Size	Loop Limit	Text Limit	Timeline to Launch
Rotating Ad Placements					
Banners	728x90	18K	3	N/A	24 hours prior to launch
	250x250	18K	3	N/A	24 hours prior to launch
	420x120	18K	3	N/A	24 hours prior to launch
	180x150	18K	3	N/A	24 hours prior to launch
	300x250	18K	3	N/A	24 hours prior to launch
	120x240	18K	3	N/A	24 hours prior to launch
Skyscrapers	120x600	18K	3	N/A	24 hours prior to launch
	160x600	18K	3	N/A	24 hours prior to launch
Front Door Ad Placements					
Shopping Widget - Special Offer	85x85	4K	None	Headline: 25 characters max* Copy: 150 characters max* Linking URL No pop-up or pop-under windows	72 hours prior to launch
Shopping Widget - Store Front	N/A	N/A	N/A	Headline: 25 characters max* Copy: 75 characters max* Linking URL No pop-up or pop-under windows	72 hours prior to launch
Shopping Widget - Featured Link	N/A	N/A	N/A	18 characters max* Linking URL Can be company name or product description No pop-up or pop-under windows	72 hours prior to launch
Today At EarthLink (TAE) - Special Offers Link	N/A	N/A	N/A	70 characters max* Must be special offer related Linking URL No pop-up or pop-under windows	THURS, 1 week prior to week of launch
* Character count includes spaces and punctuation					

All ad placements are subject to EarthLink approval



Advertising Specifications (continued)

Unit	Graphic	File Size	Loop Limit	Text Limit	Timeline to Launch
Front Door Ad Placements					
Mega Ad	650x100	<35K	3x	Text Link (appears when widget collapsed): 70 characters max*	2 weeks prior to launch
Interactivity:	Ad can have more than one hot-spot/linking URL contained within the unit. HTML form fields/drop downs are allowed. Audio ads must be user-initiated.				
Rich Media:	Flyovers/expansion of the ad must be user-initiated. Flash ads deliverables must include gif backups for each ad size. Rich Media creatives require four business day turnaround. Limit of three Rich Media ad units per ad placement.				
Sponsor Link	72x19	4K	Static only	Logo plus Company Name OR copy:10 characters max* Linking URL (use of ".com" or ".net" not advised due to space constraints) No pop-up or pop-under windows	72 hours prior to launch
Shop For	N/A	N/A	N/A	14 characters max* Linking URL No pop-up or pop-under windows	72 hours prior to launch
Partner Spotlight	N/A	N/A	N/A	70 characters max* Must be Special Offer related Linking URL No pop-up or pop-under windows	72 hours prior to launch
Rotating Sponsor Logo/Link	72x19	4K	Static only	10 characters max* Linking URL No pop-up or pop-under windows	48 hours prior to launch
PeoplePC Shop For	N/A	N/A	N/A	12 characters max* Linking URL No pop-up or pop-under windows	72 hours prior to launch
PeoplePC Quicklinks	N/A	N/A	N/A	25 characters max* Linking URL No pop-up or pop-under windows	72 hours prior to launch
PeoplePC Rotating Logo	72x19	4K	Static only	Linking URL No pop-up or pop-under windows	24 hours prior to launch
PeoplePC Sponsor Logo	72x19	4K	None	Linking URL No pop-up or pop-under windows	72 hours prior to launch

* Character count includes spaces and punctuation

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Advertising Specifications (continued)

Front Door Ad Placements

PeoplePC Marketplace	85x85	4K	None	Headline: 10 characters max* Copy: 70 characters max* Linking URL No pop-up or pop-under windows	72 hours prior to launch
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Channel Ad Placements

Targeted Channel Text Link	N/A	N/A	N/A	35 characters max* Linking URL	24 hours prior to launch
Custom Widget	Varies	Varies	Varies	Check with account manager for details	TUES, 1 week prior to week of launch
User Poll	85x85	5K	None	"Sponsored By:" with 20 words max	TUES, 1 week prior to week of launch
Targeted Button	120x90	15K	None	N/A	1 week prior to launch

* Character count includes spaces and punctuation

Acceptable Ad Formats

EarthLink will accept the following formats:

GIF Redirects HTML
JPG Flash (no audio) Point*Roll

Special Instructions

- *All Rich Media creatives require a MINIMUM of four business days for implementation
- *All Flash creative must be accompanied by a gif backup
- *All Flash creative must have a clicktag variable imbedded within each Flash file
- *All Flash creative must click open to a new browser window

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