

Trailer/Body Builders™ online offerings are a great way to brand your products or services, build awareness, and drive traffic to your company's Web site.

### Technical Specs

#### Web site dimensions and file sizes: trailer-bodybuilders.com

- ❶ Leaderboard: 728 x 90 • 35k maximum
- ❷ Spotlight: 300 x 250 • 35k maximum
- ❸ Button: 180 x 150 • 20k maximum
- ❹ Marketplace: 88 x 31 • Art: 4k maximum  
Text: 4 lines/14 characters per line max.
- ❺ ASK THE EXPERTS: Interactive Q & A Forum  
Contact your sales representative for specifications.

**Formats: Currently Accepted:** GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyeblaster, Enliven, Bluestreak, Motif.  
**Will accept for testing:** DHTML, Audio, Real, Shoshkeles  
**Non-accepted formats:** Java, Java Applet, Video

**3rd Party Ad Serving:** Will accept most 3rd-party ad tags including DART, Atlas, Bluestreak, and Mediafarm. All 3PAS must be accompanied by anti-caching documentation.

**Frames and Looping:**  
Maximum frames—4 • Looping—3 times

**Materials due:** Two (2) business days prior to posting  
Five (5) business days for rich media  
• **Include with instructions:** Referring URL and alt text

#### E-newsletter dimensions and file sizes:

- Market Watch** (weekly)
- Buyer's Express** (monthly)
- ❻ Full Banner: 468 x 60 full banner • 15-20k maximum  
(includes additional 50 words of text & email/url link)
- Square: 125 x 125 • 20k maximum
- Tower: 120 x 600 • 25k maximum
- Half-tower: 120 x 240 • 20k maximum

**Formats: Currently Accepted:** GIF or JPEG files only.  
No Rich Media or Flash.

**3rd Party Ad Serving:** Most 3rd Party Ad tags accepted. 3rd Party Ad tags for e-newsletters must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anti-caching documentation.

**Frames and Looping:**  
No animation available on e-newsletters.

**Materials due:** Two (2) business days prior to e-newsletter blast.

E-newsletter sponsorships are limited to five advertisers per e-mail and are available on a first-come, first-served basis. For availability and rate information, contact your sales rep.

**Cancellation Policy:** Banners & sponsorships require a 2-week written cancellation notice.

More detailed specs available on request

