

| Standard advertisement types booked as | Type | Dimensions | Formats* | Max file size | CPM Run of Site | CPM Channel specific |
|--|----------------------------|------------|----------------------|---------------|-----------------|----------------------|
| | Banners | 468 x 60 | Gif or Flash | 25k | £22 | £25 |
| | Leaderboard (super banner) | 728 x 90 | Gif or Flash | 30k | £35 | £40 |
| | Sky | 120 x 600 | Gif or Flash | 30k | £24 | £28 |
| | MPU | 300 x 250 | Gif or Flash | 30k | £45 | £52 |
| | Button (wide) | 160 x 60 | Gif or Flash | 15k | £17 | £20 |
| Non-standard advertisement types | Type | | | | | |
| | Expandables | | Price on Application | | | |
| | Overlays | | Price on Application | | | |
| | Microsites | | Price on Application | | | |
| | Advertorials | | Price on Application | | | |
| | Competitions | | Price on Application | | | |

***It is recommended that all Flash files should be published in Macromedia Flash 6 or earlier**

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Contacts

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