

CINCINNATI SPORTS LEAGUES

Ad Specifications for goCSL.com



Lead time for ad files and campaign details:

- All ads: 2 business days
- All ads should be sent to:
bpolark@goCSL.com

Ad Name & ad size

- Full Banner (468 x 60 px)
- Button (120 x 90 px)
- Rectangle (180 x 150 px)

Accepted file formats:

- GIF87, GIF89a, JPEG, SWF (must also provide back-up GIF/JPG image)

Resolution:

- 72 dpi

Animation specs:

- Animation may loop 3 times, 15 sec. max. for standard ad units
- Flash ad intro Message: 8 seconds max.
- Flash ad total length: 30 seconds max.

Border

- 1 pixel for creative with white or light background

Click URL:

- Click URL must be included when creative is submitted

File sizes (Max)

- Initial download: 35 KB
- Subsequent download: 200 KB
- Flash files: 35 KB
- GIFs/JPGs: 35 KB

Cancellation policy: CSL requires a 2-week written cancellation notice to Brian Polark



Flash Creatives

- Requires SWF with our click tag, backup GIF or JPEG, and click URL
- SWF file must have `getURL(_root.clickTag,"_blank")`; embedded on the button

Sound:

- Must be user initiated by click and allow mute by user

Guidelines:

- Ads with close buttons that click to an advertiser website will be returned for correction
- Ads that do not follow the ad specs will be returned for correction
- Expandable/retractable ads, pop-up/pop-under, floating ads, and between the page ads are not acceptable ads

▶ For more information or questions contact

Brian Polark

President

Cincinnati Sports Leagues

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If you need CSL to create your ad, please call Brian Polark for an estimate. Allow 3 business days to create ad.