

Thank you for choosing to advertise on *laopinion.com*. Please follow the guidelines below for creative specifications and submission to help us ensure that your campaign begins on schedule.

**Leaderboard**  
**728x90**  
**Max. file size 30K**

### Web Banner Specifications

**Medium Rectangle**  
**300x250**  
**Max. file size 30K**

**Skyscraper**  
**160x600**  
**Max. file size 30K**

**Button**  
**120x90**  
**Max. file size 10K**

Web Banner Name	Dimensions* (in pixels)	Max File Size	Placement
Wide Skyscraper	160x600	Up to 30K	Run-of-Site (ROS)
Leaderboard	728x90	Up to 30K	Run-of-Site (ROS)
Medium Rectangle	300x250	Up to 30K	<i>La Opinión</i> Homepage www.lavibra.com (ROS)
Button	120x90	Up to 10K	Fixed position on selected channel(s) - except Homepage

\*IAB (Interactive Advertising Bureau) Standard Units

### Standard Format

- We accept web banners in JPEG and GIF animated formats.
- Please don't forget to provide the URL for your banner click-through.

### Rich Media

- Flash Banners: Please ask your Account Executive for our Flash Guidelines before submitting material (click TAG needs to be modified)
- We can serve any Rich Media accepted by DoubleClick DART For Publisher (e.g. Unicast, Point Roll, Eyeblaster, etc.).  
 Please view the below url for the list of DART certified Rich Media vendors:  
[www.doubleclick.com/us/products/digital\\_advertising/richmediavendors.asp](http://www.doubleclick.com/us/products/digital_advertising/richmediavendors.asp)
- We also accept 3rd Party Redirects

### Creative Submission Deadlines

- Your final creative should be received before scheduled start date for ad trafficking:
- Standard Format: 3 business days prior to run date
  - Rich Media: 5 business days prior to run date

Send your creative to your Account Executive and to [onlinetrafficking@laopinion.com](mailto:onlinetrafficking@laopinion.com)

The examples shown are 69% of the actual size.