

# XFINITY.com

## 2011 Advertising Creative Specifications

Send all creatives to [adcreative@comcastdigital.com](mailto:adcreative@comcastdigital.com). Creatives must be submitted at least three days (five days for pre-roll) prior to campaign launch date to avoid any possible flight delays.

| Ad Units                       | Dimensions         | Image Types   | Max File Size   | Video and Animation  | Additional Options  |
|--------------------------------|--------------------|---|---|--|---|
| Large Rectangle                | 300x250            | GIF/JPG, Flash 6-9, Rich Media/3 <sup>rd</sup> Party tag  | GIF/JPG: 30k<br>Flash/Rich Media: 40k initial load/60k additional polite load or per panel, max panels: 4                   | 4 loops max or 15 seconds, whichever is less                           | Expansion – Left<br>Max expansion – 560x300<br>Expansion and retraction method must be the same |
| Large Rectangle (Sign-in Page) | 300x250 or 300x600 | GIF/JPG; Flash 6-9 (no 3 <sup>rd</sup> party tags)  | GIF/JPG: 30k<br>Flash: 45k  | 4 loops max or 15 seconds, whichever is less                           | No rich media allowed   |
| Big Screen (Pushdown)          | 954x60             | 3 <sup>rd</sup> party tag or site served  | 40k initial load, 100k total load, Must be frequency capped and include a close button. Can be 3 <sup>rd</sup> party served | 15 seconds   | Max panel expansion: 954x418. Panel will auto expand and auto close upon completion.            |
| Video Pre-roll                 | 640x480            | flv, .avi, .mpeg, .mov, .wmv (all black bars must be cropped out). Max of 5 videos per campaign | 2mb (2048kb), 4:3 aspect ratio, 24fps. Audio MAX PEAK at 3db, average between 18db and 6db.                                 | 15 to 30 seconds, no loops<br>Please de-interlace – method: 2-Pass VBR | Destination URL and External progress tracking URLs accepted (0%,25%,50%,75%,100%)              |

### Approved rich media providers:

- Pointroll
- Eyeblaster
- Eyewonder
- New vendors require 5 business days for testing