

McGraw-Hill Construction Online Banner Specifications

Unit	FILE SIZE (Pixels)	File Format	Max File Size	Animated or Static
Button	88x31	Gif or rich media	15k	Both
Archrecord Homepage Logo Section Sponsor	92x40	Gif only (Black & White)	10k	Static Only
Button (Career Center Only)	120x60	Gif or rich media	30k	Both
Vertical Banner	120x240	Gif or rich media	30k	Both
Skyscraper	120x600	Gif or rich media	30k	Both
Tout (Network for Products Only)	144x133	Gif or rich media	30k	Static Only
ENR Company Profile	210x88	Gif or rich media	30k	Both
Rectangle	300x250	Gif or rich media	35k	Both
Full Banner	468x60	Gif or rich media	30k	Both
Pop-Under	720x300	Gif or rich media	50k	Both
Leaderboard	728x90	Gif or rich media	35k	Both

Listed below are some forms of rich media acceptable through OAS 24/7 Real Media. If you do not see the form that you are looking for please email the inquiry to the MHC Admaster (mhc_Admaster@mcgraw-hill.com) to find out if it is acceptable.

Ad Servers (3rd Party):

- Atlas DMT
- Blue Streak
- DoubleClick
- Interpolls
- Mediaplex
- Poindexter
- Valueclick

Rich Media:

- Ad4Ever
- Adinterax
- CheckM8
- Enliven
- Eyeblaster
- Eyewonder
- Kaon
- Klipmart
- Pointroll
- Shockwave Flash-swf (See page 2 for instructions on modifying flash files)
- Shoshkeles
- TangoZebra
- Unicast
- Vendaria
- Viewpoint

PLEASE NOTE: For any type of creative that has not been served on any of the MHC sites, we request an additional 48 hours to test and confirm any and ALL new types of media. A real creative must be supplied for testing although a final creative may be sent once given approval by the MHC Admaster. Please be aware that any creative type may be rejected due to technical complications. We will do all within our power to make requested creative types function properly, but cannot be held responsible if technical problems arise and the creative supplier nor our ad serving vendor is able to assist, requiring us to reject the given creative.

NOTE: A backup .gif must also be submitted. The backup gif will serve when the user does not have flash. The backup gif can be animated. □

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