



# MAP SPONSOR WEB BANNER Specifications

In celebration of the 20th Anniversary of TourTexas.com, we have nearly DOUBLED the size of the wide skyscraper. In compliance with IAB standards, instead of a wide skyscraper, we will now have Half Page ads in that space. At no additional cost to you, instead of 150 x 600, the new Half Page will be 300 x 600 in size.

## What We Need From You!

- ★ 300 x 600 px
- ★ Static .gif, jpeg or .swf image
- ★ 60 KB file weight max
- ★ URL to link to

## Submissions & Deadlines

Submit files for your Map Sponsor Banner at [materials.ajrmediagroup.com](http://materials.ajrmediagroup.com)

**All materials are due the  
15th of the month prior to  
your scheduled run.**



Click here to see where your  
banner will be placed »

### Rich Media and Adobe® (Macromedia) Flash® File Specifications:

- Files may have unlimited loops
- Files may not include Sound
- Files may not include jarring, flashing, or strobe effects/animations
- All ads must have at least a one - pixel border

### Flash® Files and the Banner Management System:

To track clicks/impressions for a Flash ad, the file must be set up properly in the native format (.fla) before it is exported as a .swf file. In Flash, click on the button on the stage (not the frame in the timeline where the button is). Then type -- letter for letter, exactly as written -- the following code in the actions panel:  
on (release) { getURL(url, "\_blank"); }

\*Note: "URL" is the variable name; "url" in lowercase (without quotation marks) must be there for the BMS to track your ad. Do not replace "URL" or "url" with an actual URL or web address. Copy the code exactly as it appears. Slide maximum is 4 and insert the Action Script as 2.0.