

WhitePages Advertising Specifications 2008-2009

Ad Unit	IAB Standard?	Size (WxH)	Parameter Passing on Results Pages?*	Character Limit	Max File Size	Looping	Animation or Video Total Play Time	Audio	Global Frequency Cap and Other Rules to Protect Users*	Creative or Development Services Available?	Close Button Rules
Top Rail - 728x90 (leaderboard - top rail)	Yes	728x90	Custom	n/a	30k	3 loops	15 seconds	User initiated	none	Resizing available	n/a
Top Rail - 468x60 (banner - top rail)	Yes	468x60	Custom	n/a	30k	3 loops	15 seconds	User initiated	none	Resizing available	n/a
Bottom Rail - 728x90 (leaderboard - bottom rail)	Yes	728x90	Custom	n/a	30k	3 loops	15 seconds	User initiated	none	Resizing available	n/a
Bottom Rail - 468x60 (banner - bottom rail)	Yes	468x60	Custom	n/a	30k	3 loops	15 seconds	User initiated	none	Resizing available	n/a
Right Rail Skyscraper - 120x600 (skyscraper - right rail)	Yes	120x600	Custom	n/a	30k	3 loops	15 seconds	User initiated	none	Resizing available	n/a
Right Rail Skyscraper - 160x600 (wide skyscraper - right rail)	Yes	160x600	Custom	n/a	30k	3 loops	15 seconds	User initiated	none	Resizing available	n/a
Right Rail Med Rect - 300x250 (medium rectangle - right rail)	Yes	300x250	Custom	n/a	30k	3 loops	15 seconds	User initiated	none	Resizing available	n/a
Right Rail - 300x600 (half page ad - right rail)	Yes	300x600	Custom	n/a	40k	3 loops	15 seconds	User initiated	none	Resizing available	n/a
Portrait Module (on form pages)	No	191x 319, but occasionally will be clipped to 267 height. 100% width backgrounds are needed for outside advertisers to fit various sites.	Custom	n/a	30k	n/a	n/a	n/a	none	Resizing available	n/a
Exclusive Module (MSN Search home - next to form)	No	304x205	Custom	n/a	30k	n/a	n/a	n/a	none	Yes	n/a
Landscape Module (on form pages)	No	300x250 or 234x60	Custom	n/a	30k	3 loops	15 seconds	User initiated	none	Resizing available	n/a
Top Rail Link (top right of every page)	No	n/a	Yes	35 (15-20 w/parameters)	n/a	n/a	n/a	n/a	none	No	n/a
Custom Panel (410x200 size)	No	410x200 max	Custom	n/a	30k	3 loops	15 seconds	User initiated	none	Resizing available	n/a
Custom Panel (234x60 size)	Yes	234x60	Custom	n/a	30k	3 loops	15 seconds	User initiated	none	Resizing available	n/a
Custom Right Rail (under right rail)	Yes	300x250	Custom	n/a	30k	3 loops	15 seconds	User initiated	none	Resizing available	n/a
Results Custom Right Rail (Store Locator - under right rail)	No	300 x flexible height	Yes	n/a	30k	n/a	n/a	n/a	none	Yes	n/a
Heading Text (above single and multiple results pages)	Yes	n/a	Yes	60 (45 w/parameters)	n/a	n/a	n/a	n/a	MUST have the company site name included on the text (no need to use www)	No	n/a
Results Sponsored Links	Yes	n/a	Yes	30 (15 w/parameters) will wrap to accommodate more.	n/a	n/a	n/a	n/a	none	No	n/a
Results Sponsored Link with Icon (some partner sites)	Yes	Icons: 28x28	Yes	30 (15 w/parameters) will wrap to accommodate more.	Icons: 3k each	n/a	n/a	n/a	none	Available	n/a
Results Sponsor Link with Logo	Yes	Logo: 120x30 max	Yes	30	Logo: 3k	n/a	n/a	n/a	none	Resizing available	n/a
Expandable Units (User Initiated)	Yes	Varies	No	n/a	40k	3 loops	Auto-close after 15 seconds	User initiated	Frequency Cap - as requested per advertiser. Only one ad per page unless it's part of a page takeover.	Yes	Font size: 16px and must be in upper right corner (cannot move)
Floating Ad (Auto Initiated, Launched from Banner Ad or popunder)	Yes	Varies	No	n/a	40k	3 loops	Auto-close after 15 seconds	User initiated	1/user/day, 1 per page	Yes	Font size: 16px and must be in upper right corner (cannot move)
Floating Ad (User Initiated, Launched from Banner Ad)	Yes	Varies	No	n/a	40k	3 loops	Auto-close after 15 seconds	User initiated	Standard Frequency Cap	Yes	Font size: 16px and must be in upper right corner (cannot move)
Video Ad	Yes	Varies	No	n/a	40k	3 loops	15 seconds	User initiated	Video can start automatically (audio still user initiated)	Yes	Must have on/off controls
Pop-Under	Yes	720x300 (flexible height)	No	n/a	30k	3 loops	15 seconds	User initiated	2/user/day and 1 per page*	Yes	Font size: 16px and must be in upper right corner (cannot move)
Rich Media (page takeovers and peelbacks)	Yes	Varies	No	n/a	40k	3 loops	Auto-close after 15 seconds	User initiated	Opens only on click initiation.		Font size: 16px and must be in upper right corner (cannot move)
Interstitial (in-between page)	Yes	720x300 (flexible height)	No	n/a	30k	3 loops	15 seconds	Both Video & Audio Auto Initiated ONLY	1/user/day	Yes	The "skip" link will be provided by us, so the advertiser doesn't need to include a close button in their creative.
* Parameter Passing = city, state, ZIP, first and/or last name									*These intrusive units are limited to 2 per user per day, total (universal frequency cap)		