ADS Specifications programme on FIFA.com

- Images ADS
- Flash ADS
- Flash-in-Flash Video
- Video ADS
- Examples of Use
**ADS SPECIFICATIONS**

**IMAGE ADS (JPEG, GIF)**

Rectangles:
- 300 x 250 IMU - (Medium Rectangle)
- 180 x 150 IMU - (Rectangle)
- 300 x 100 IMU - (3:1 Rectangle)

Banners:
- 728 x 90 IMU - (Leaderboard)

**WEIGHT LIMITS: (GIF/JPEG)**

- 300x250: 20k (suggested) 180x150 15k (suggested)
- 300x100
- 728x90 39k (technical limit)
FLASH ADS

Rectangles:
- 300 x 250 IMU - (Medium Rectangle)
- 180 x 150 IMU - (Rectangle)
- 300 x 100 IMU - (3:1 Rectangle)

Banners:
- 728 x 90 IMU - (Leaderboard)

Click TAG Code:

All the SWF ADV provided need to have this code embedded. Apply to “on Release” Action Button. The variable clickTAG is case-sensitive.

```javascript
on (release) {
    getURL(clickTag, "_blank");
}
```

WEIGHT LIMITS: (SWF)

<table>
<thead>
<tr>
<th>Format</th>
<th>Limit</th>
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<tbody>
<tr>
<td>300x250</td>
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</tbody>
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For every Flash AD, a screenshot in jpeg or gif format is always required. This allows users without Flash Player installed to see the AD.
Flash-in-Flash Video permits to insert streaming video ads or even interactive advertising into Flash video players.

The Flash-in-Flash Video creative will be managed through the platform DoubleClick. However, when implementing Flash-in-Flash Video ads, it’s important to follow the guidelines. The creatives have to be published on the creative tool kit called TABS managed by TangoZebra, a DoubleClick division.

To prepare most Flash creatives for TABS one or more of the Tabs Flash components is required. The components are contained in one extension package that can be installed using the Adobe Extension Manager.

**STEP TO FOLLOW TO PRODUCE THE CREATIVES:**

Require and follow the Video Creative guidelines.

Require and install the TangoZebra Flash Extension for Flash MX2004 and Flash 8. Once installed, the TZ Video Player component will be available in the Components panel of your copy of Flash. The installer is a Macromedia Extension Package (.mzp) file for Flash containing TangoZebra components, ActionScript and advert templates. To install the TZ Flash Enabler Plug-in you need to have the Macromedia Extension Manager installed. Click here to download a copy: [http://www.adobe.com/exchange/em_download/](http://www.adobe.com/exchange/em_download/)

The creatives have to be uploaded on TABS platform to be checked by TangoZebra staff.
VIDEO ADS

Windows media 9 CBR

Video size: **384x288 (4:3)**

Frame rate: **25**

Total bit rate: **300 Kbps**

Windows Media Video (*.wmv)