

SurfShot.com Banner Specifications

SurfShot.com uses four different Banner sizes:

- Leaderboard
- Skyscraper
- Medium Rectangle
- Sponsor*

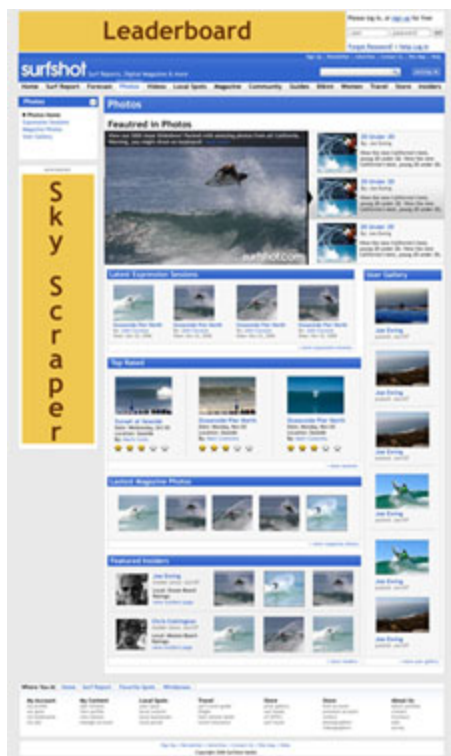
SurfShot.com suggests our online advertisers design at least one banner for each of these banner sizes. This ensures our clients receive the maximum exposure possible throughout surfshot.com. Please review the table below for file specifications.

Type	Width	Height	Supported Files	Max. File Weight
Leaderboard	728	90	Flash **, GIF, JPEG	50K
Medium Rectangle	300	250	Flash **, GIF, JPEG	50k
Skyscraper	160	600	Flash **, GIF, JPEG	50K
Sponsor*	234	60	Flash **, GIF, JPEG	30K

*234x60 Local Sponsor banners are available for local advertisers only. To learn more about local surf report sponsorships, please call us at 858-779-9623.

**Please review flash specifications on second page.

Banner placement example:



Flash File Specifications

In order for SurfShot.com to track click-throughs on your Flash File, the author of the Flash source file (.fla) has to assign a clickTag variable using a getURL button action. They also have to make sure that they have selected **_blank** for a target so it opens in a new window. The button action code should look like this example:

```
on (release) {  
    getURL("http://www.WEBSITEURL.com","_blank")  
}
```

When Exporting Flash files, they should NOT be compressed. The Compress check-box should be un-checked, and it should look like this example (all other settings are flexible):

