

All Creative assets must be pre-approved by Yahoo! before release.

<Required Files>

- Creative : gif, Flash (fla, swf), Text
- Linking URL

- ※ A font in flash's fla is only allowed a vector image (ctrl + B, Font Break Apart).
- ※ Advertisements cannot mislead the user. (If an ad's background color is white, the ad need a border.)

○ File Name

Korean, Special character and Space are unavailable.

- ※ Ad name cannot be duplicated.

- File Name: client(or campaign)-name_property_dimension_send-date.swf
ex) client_news_300250_20090813.swf or campaign_news_300250_20090813.swf

○ File Size

- Image file (gif/jpg): Max 50kb
- Flash file (swf): Max 300kb

○ Background Color and Border

- If an ad's background color is white, the ad need the border (1pixel + gray color).
- Color Limitation : Cannot use fluorescent and noctilucent colors

○ Text

Standard text size is as below;

- Koran and Chinese : 1Byte
- Capital letter : 0.7Byte
- Lower letter, Symbol, Numeral and Space : 0.5Byte

○ Etc.

- Creative must be pre-approved by Yahoo!. (3 business day required.)
- User initiated audio allowed.
- Linking URLs must be domain name based and cannot be the IP address. (i.e., http://207.123.456.78)

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- Frame rate may not exceed 24~30 frames per second. (24 frames per second is recommended.)
- Allowed Flash versions: MX2004, 7, 8.
- All files must be hosted by Yahoo!.

<Required Files>

- Creative: fla, swf
- Linking URL

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○ File Size

- One file: Max 300kb

○ Adding the Action Script on Clickthrough button

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

○ Adding Multi-Link : Max 3

```
on (release) {  
    getURL (clickTAG0, "_blank");  
}
```

```
on (release) {  
    getURL (clickTAG1, "_blank");  
}
```

```
on (release) {  
    getURL (clickTAG2, "_blank");  
}
```

○ CPU Share

- A banner's CPU share must be under 70% during animation.
- Testing Computer : Pentium IV 2.66 Hz / 512M Ram

