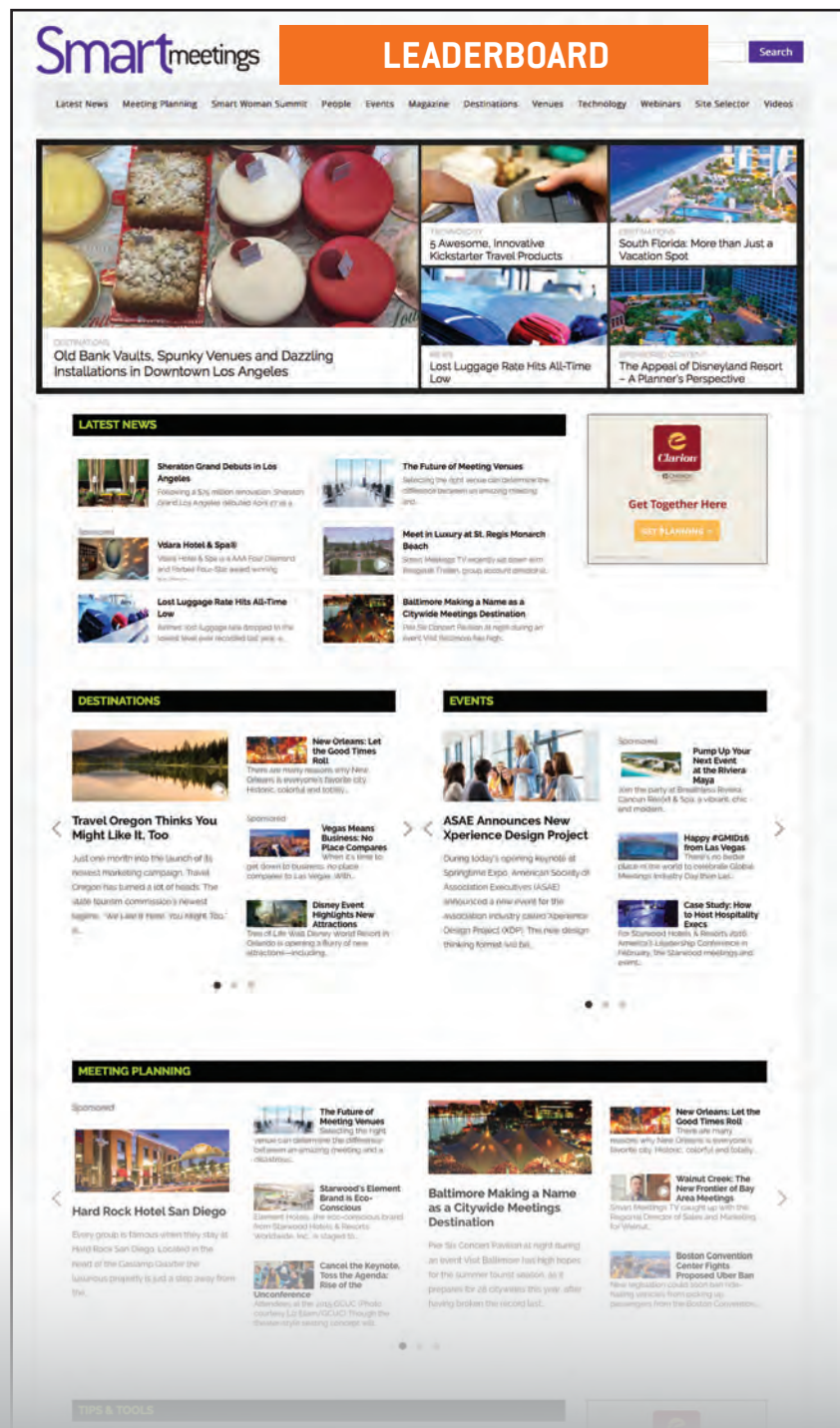


LEADERBOARD SPECS

Leaderboard ads appear on top of the navigation bar across all pages on the website. This ad can run on specific pages or across the entire website. Leaderboard ads are especially effective for promoting special offers or incentives.

EXAMPLE



SPECIFICATIONS

- **Image Dimensions:** 728x90 pixels
- **File Size:** 100KB or less
- **Click Through URL:** Please provide one URL for the entire ad to link to. We recommend adding a Call to Action for best results.

MEDIA TYPES

- **Image Types:** GIF, JPG or Flash (SWF)
- **File Size:** 100KB or less
- **Compatible Click Trackers:**
 - Adtech
 - Atlas
 - Bluestreak
 - CPX
 - DoubleClick, DFP
 - Eyeblander
 - Falk
 - Revive Adserver
 - Yahoo! Publisher Network

Terms and Conditions: Unless otherwise specified, all creative assets are due to Smart Meetings three weeks before the run start date. Please see Insertion Order for details.