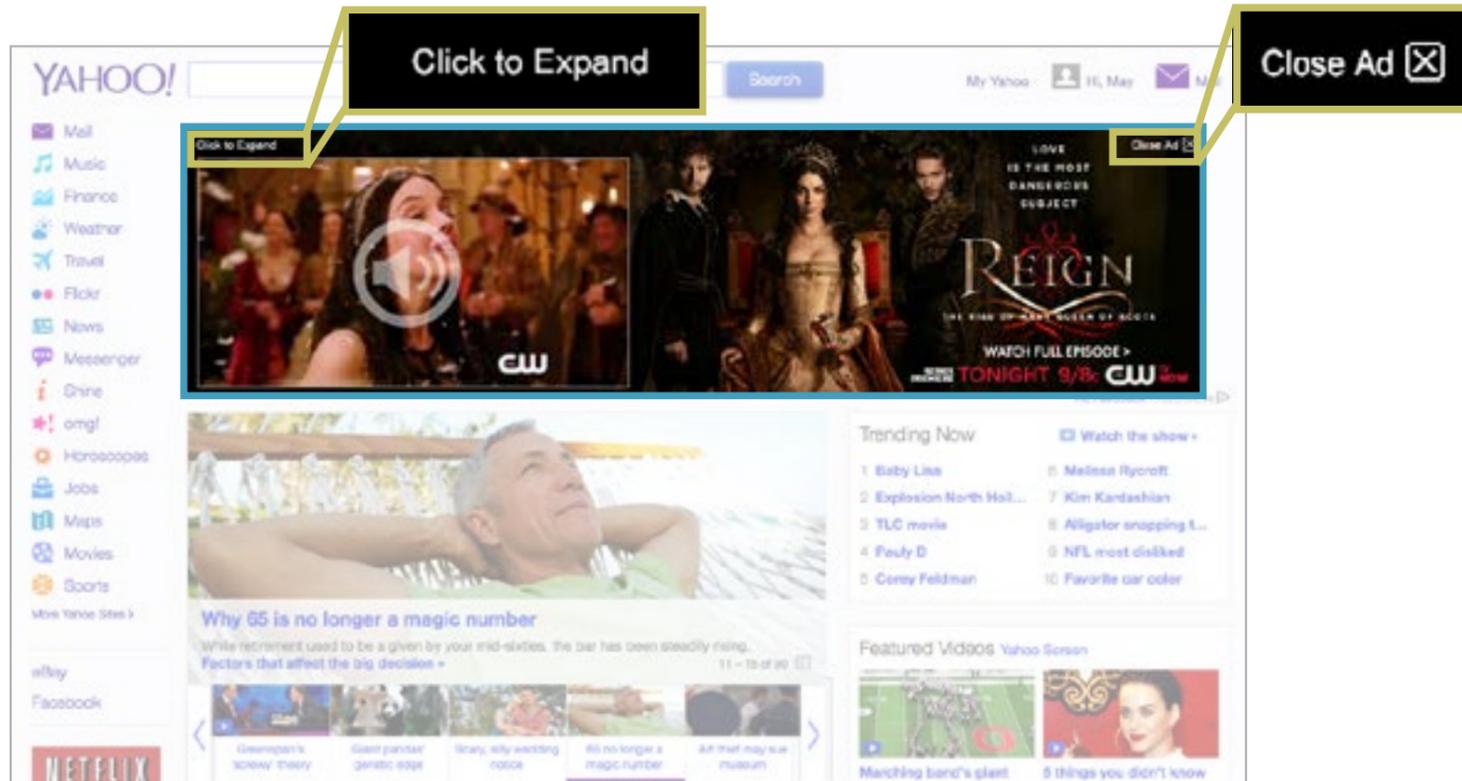


Expandable Billboard Ad : General Specifications



The Expandable Billboard unit begins as a 970x250 banner which expands upon user click to a large 970x500 canvas. The ad unit pushes down the page content, grabbing the user's attention and immersing the user in a large, full brand experience.

Specifications

Billboard

- Dimensions: 970x250
- File Types: SWF, FLA, MOV, GIF or JPG
- Max Animation Time: 15 seconds

Billboard Expansion

- Dimensions: 970x500
- File Types: SWF, FLA, MOV, GIF or JPG

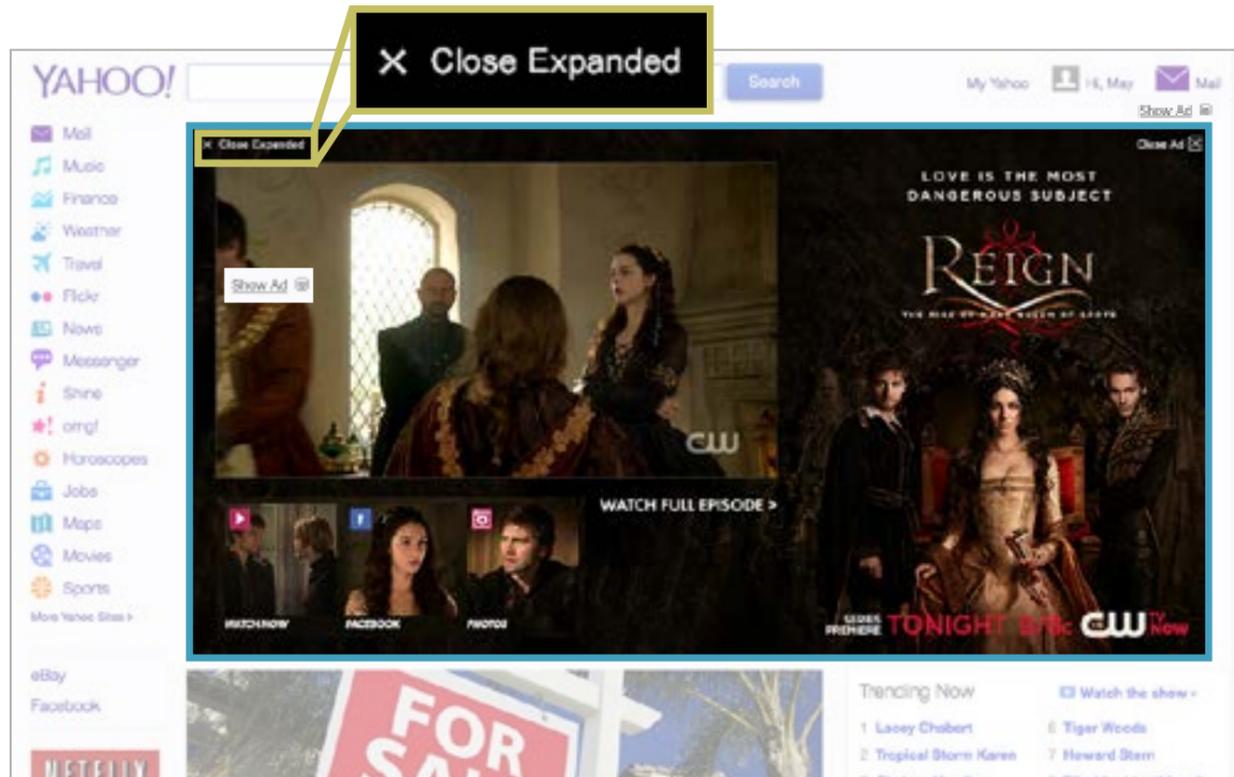
Click to Expand/Close Expanded Buttons

Controls allow the consumers to open, close, expand and contract the unit from the original 970x250 size.

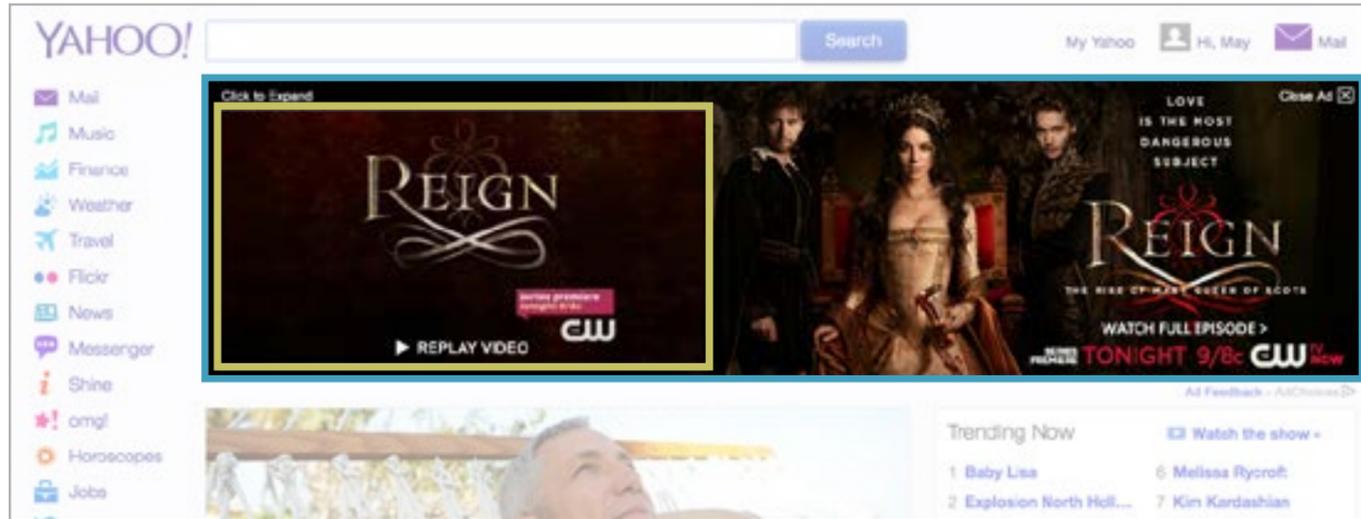
- Click to Expand** must be present at all times at the top left corner of the 970x250.
- X Close Expanded** must be present at all times at the top left corner of the 970x500.
- Close Ad** must be present at all times at the top right corner of both collapsed and expanded banners.

These buttons must have a 5 pixel padding from the top and sides of the billboard. Yahoo will build and supply all buttons listed: "Click to Expand, Close Expanded, Close Ad, Replay."

- Font: Arial
- Size: 11 point

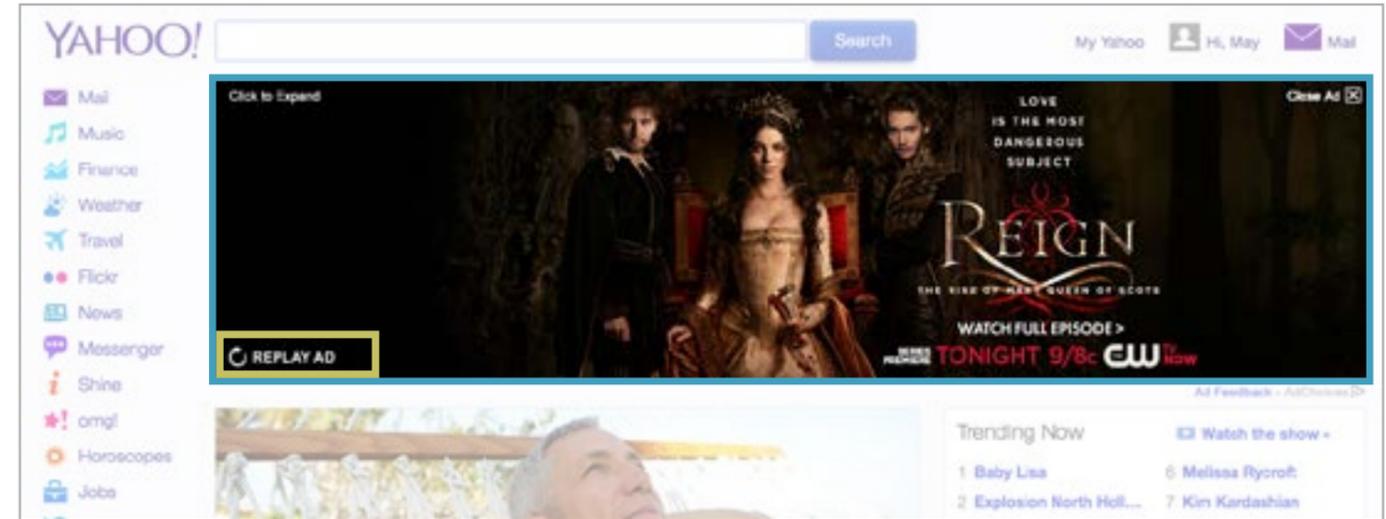


Expandable Billboard Ad : Backup Images



Backup Image of Video Replay

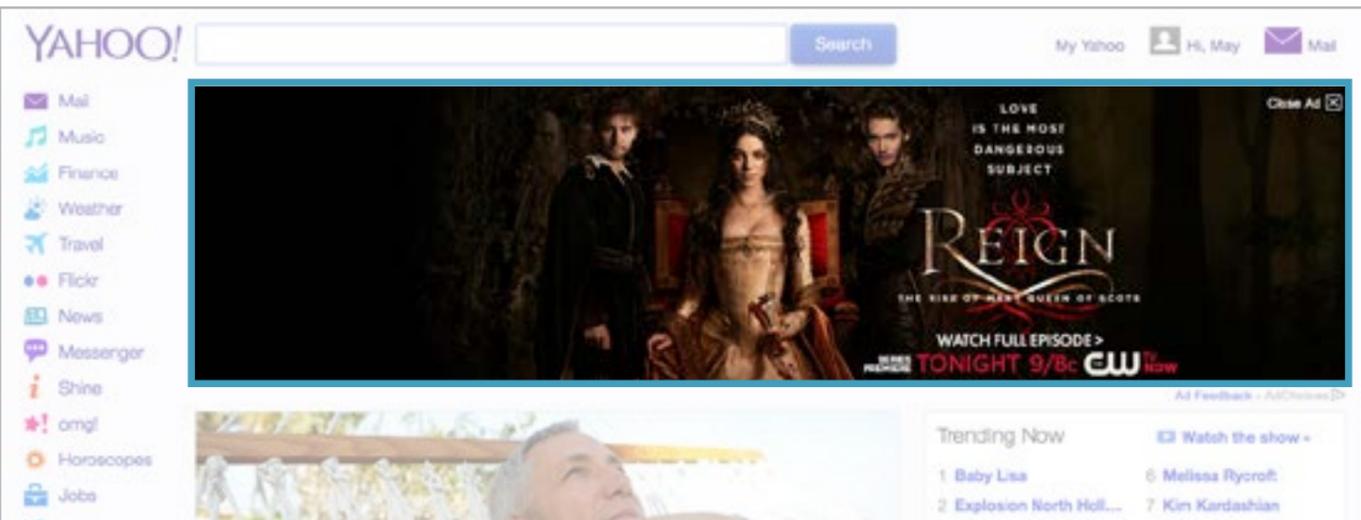
A static image will appear after the video has finished playing. The advertiser's messaging must be consistent with the final flash frame. Creative must contain brand attributes. User will be able to expand the ad unit from this state.



Backup Image of Animation Replay

Frequency Cap

The full experience displays on the first two page views; subsequent impressions will display a static end frame with no animation. The Replay button should be away from the Close Ad button. User will be able to expand the ad unit from this state.



Backup Image of Non-Rich Ad

The 970x250 backup image will be for users that cannot view flash. It must be consistent with the final flash frame and contain brand attributes.

Backup Image Specifications

Dimensions: 970x250

Format: GIF or JPG

Max Animation Time: Must be static