



INSTANT MESSENGER

Rich Media Ad Specification for Download Thank You Page

July 17, 2007

Contact your Yahoo! sales representative for more information.

Ad Template

The ad template is based on a non-standard ad format and contains each advertiser's artwork, rich media, and form elements. The template includes a 1 pixel black border and navigation control bar at the bottom. The ad is served by the adInterax.com technology within the Yahoo! network.

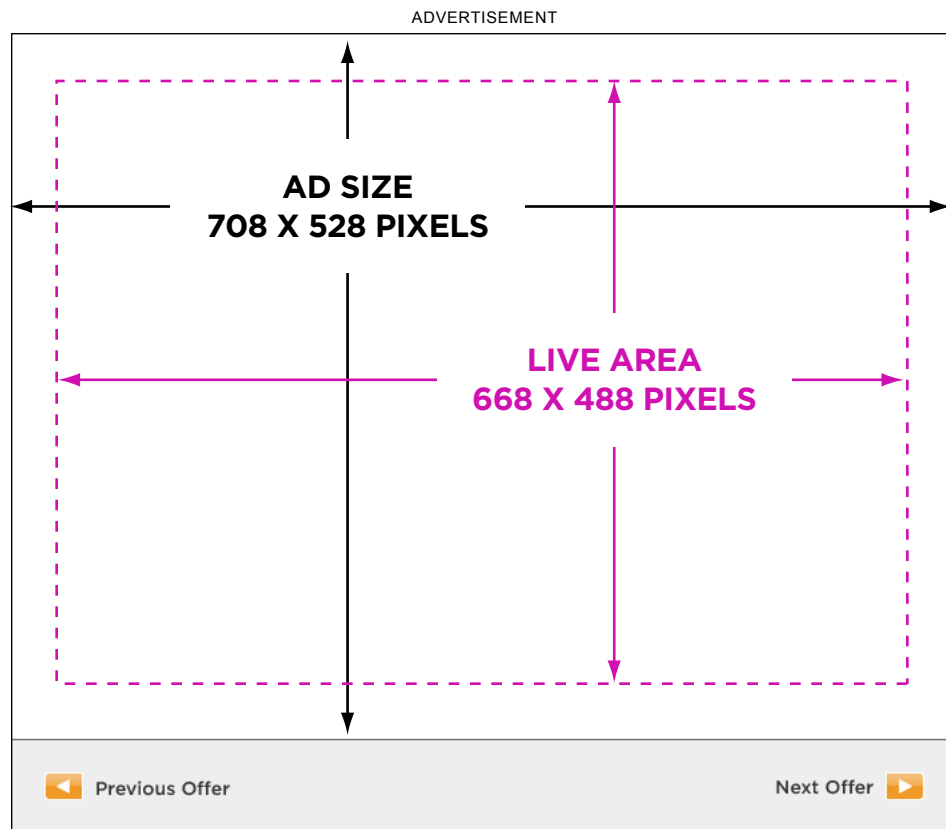


FEATURES

- Overall size: 710 pixels wide, 600 pixel tall
- Presented in an iframe
- Navigation allows moving forward or backward between each advertiser's offer.

Ad Specifications

Within the ad template the space available is 708 pixels wide by 528 pixels high. It's recommended that content within the space be given a 10 to 20 pixels margin from the border so content does not become tangent with edges. The effective live area then becomes 668 pixels wide by 486 pixels in height.



AD CONTENT

- Maximum download must not exceed 100k.
- Ads must include branding. It's recommended to place the company's logo high within the ad for easy recognition.
- No fake HTML or simulated interactivity
- No obscene or otherwise objectionable images.
- No 'FREE' offers in the ad unit without pre-approval from Yahoo!.
- Creative cannot use the 'Yahoo!' name or logo without pre-approval from Yahoo!.
- Creative containing a sweepstakes or contest must be pre-approved by Yahoo! (4-5 business day lead time required).
- Ad content may include any combination of HTML, XHTML, CSS, Javascript along with GIF, JPEG, or Flash based elements.
- Form URLs and validation methods will be implemented by Yahoo! internal staff.
- The disclaimer "Yahoo! does not collect or use the information you may provide in this ad." must appear near a link to the advertisers privacy policy and submit button.
- Special tracking code and cookies may not be included or set on the Yahoo! network.
- Contact your sales representative if you need design and coding services.
- Please review the Yahoo! Flash standards for version information and other details at <http://www.solutions.yahoo.com>.

Example Ads

ADVERTISEMENT

NETFLIX Rent movies from Netflix!
Get a **FREE 2-week trial** from Netflix DVD rentals delivered to your home.

Sign up today and try Netflix for FREE!

How Netflix Works:

1. Over 80,000 titles. Create a list of your DVDs online.
2. Free Delivery. We rush you DVDs from your list.
3. Keep each DVD as long as you want.
4. No late fees. Return a movie to get a new one.

• Over 80,000 Titles
• More Family Friendly Features
• Fast, Free Delivery
• Cancel anytime

Getting started is easy:

1. Create your password below.
2. You'll receive an e-mail from Netflix taking you to their secure website to provide your credit card information. Note: you will not be charged.
3. Pick movies and start enjoying DVD rentals delivered to your home.

First Name: Last Name:

Address: Address (line 2):

Email: City:

Password: State: Zip:

You will receive an e-mail from info@netflix.com for the subject line "Netflix Information You Requested."

[Netflix Privacy Policy](#)

Yahoo! does not collect or use the information you may provide in this ad.

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ADVERTISEMENT

TRAVELZOO Sign-up To Receive Top Travel Deals!

TOP 20 ★

Travel Deals
We search thousands of deals...

Get Your FREE Subscription
Sign-up for the Internet's most popular list of the best travel deals - FREE!

Enter your Email:

Your Postal Code:

and your Country:

You will start receiving TravelZoo's weekly Top 20 email in just a few days.

☒ Also notify me instantly of hot travel deals, e-mail deals with free Newsletter™ alerts. Newsletter™ is a FREE e-mail alert service that lets you know about the best travel deals as soon as they are announced.

[TravelZoo Privacy Policy](#)

Yahoo! does not collect or use the information you may provide in this ad.

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ADVERTISEMENT

University of Phoenix
Thinking ahead.

Earn your degree sooner than you think.

Act Now! It only takes a moment.

Campus and Online Degree Programs

You work hard. A college degree does too.

With convenient class location as well as online learning, University of Phoenix makes quality higher education highly accessible for working students. Whether you're seeking an associate's, bachelor's, master's or doctoral degree, we can help you reach your goal — and sooner than you may think.

Complete the form on this page to request more information.

REQUEST INFORMATION
Take a few seconds to fill out the form below to learn more about our exciting educational opportunities.

First Name: Last Name:

Address: City:

State: Zip:

Email:

Online or campus-based learning?
☐ Campus ☐ Online

You will receive an e-mail from University of Phoenix shortly after you submit your information.

© 2001 University of Phoenix, Inc. All rights reserved. Affiliates only. [University of Phoenix Privacy Policy](#).
Yahoo! does not collect or use the information you may provide in this ad.

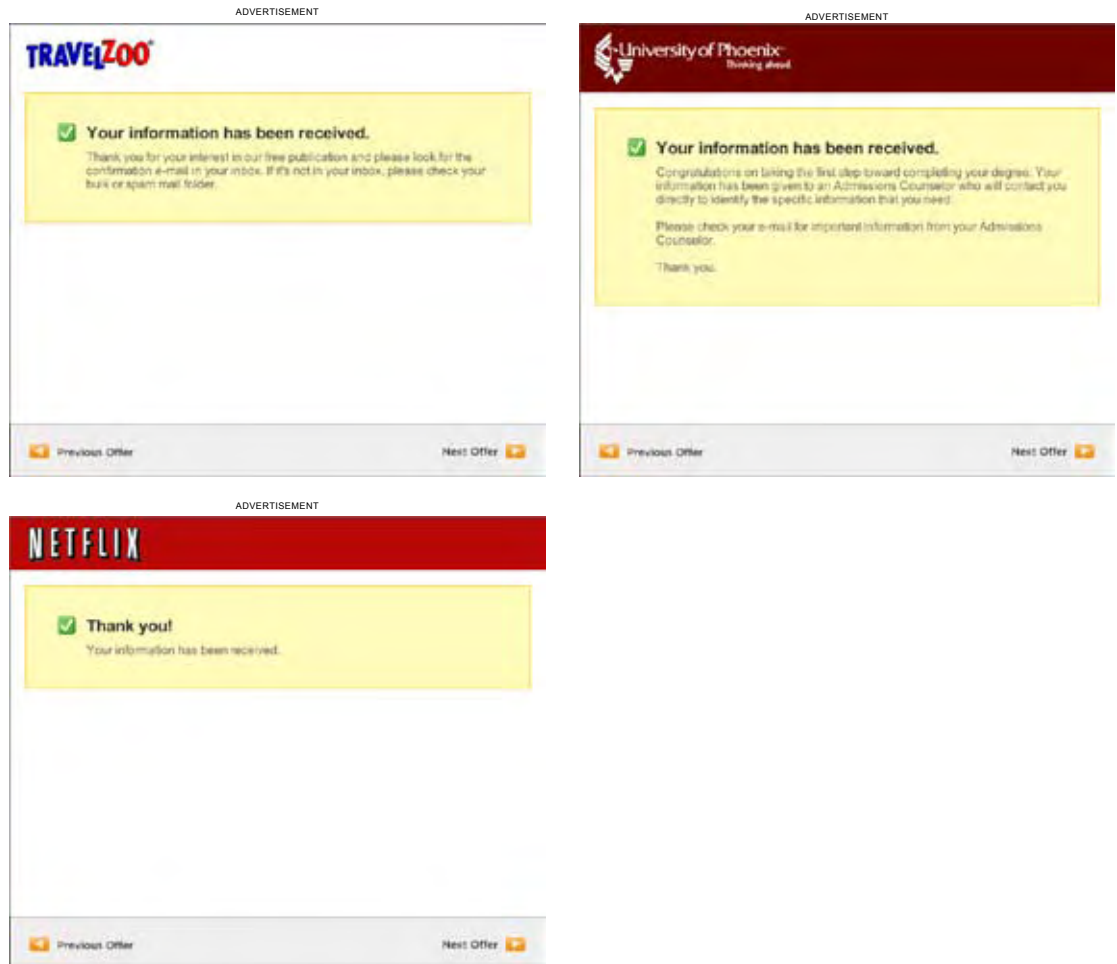
[Previous Offer](#) [Next Offer](#)

etc...

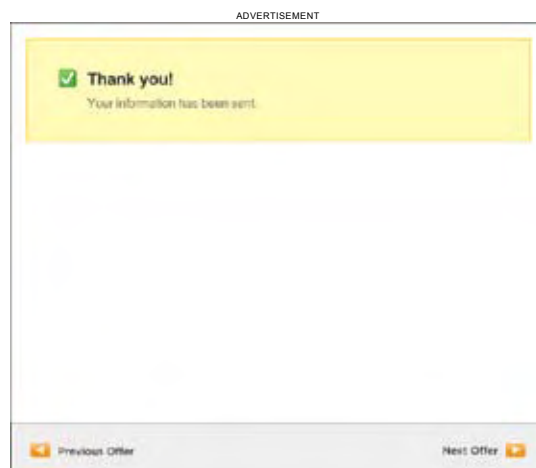
Example Thank You / Confirmation Pages

After the user clicks the advertisements submit button we recommend that a custom Thank You or confirmation can be displayed. If a custom page is not available then the default version is presented. A custom page should contain a message back to the customer about what they can expect next after submitting their request.

Example Custom Thank You Confirmation Pages with Branding



Default Thank You Confirmation Page



How Leads Get Posted

The advertiser will need to provide a secure HTTPS URL to which Yahoo! will post lead data. A PGP encryption key will also be needed to securely transmit lead data to the advertisers database.

STEPS IN DATAFLOW

- 1 When the user fills out your lead gen form and clicks the submit button, our lead validation engine performs some initial checks.
- 2 Your lead data is then sent to our secure database via our lead interchange engine, (Grand Central).
- 3-5 Using your PGP encryption key and your HTTPS URL, Grand Central initiates the transmittal of your leads via the Delivery engine, to securely transmit your lead data to your database every X minutes.
- 6 For every lead delivered, a return acknowledgement is received from your system's database.

