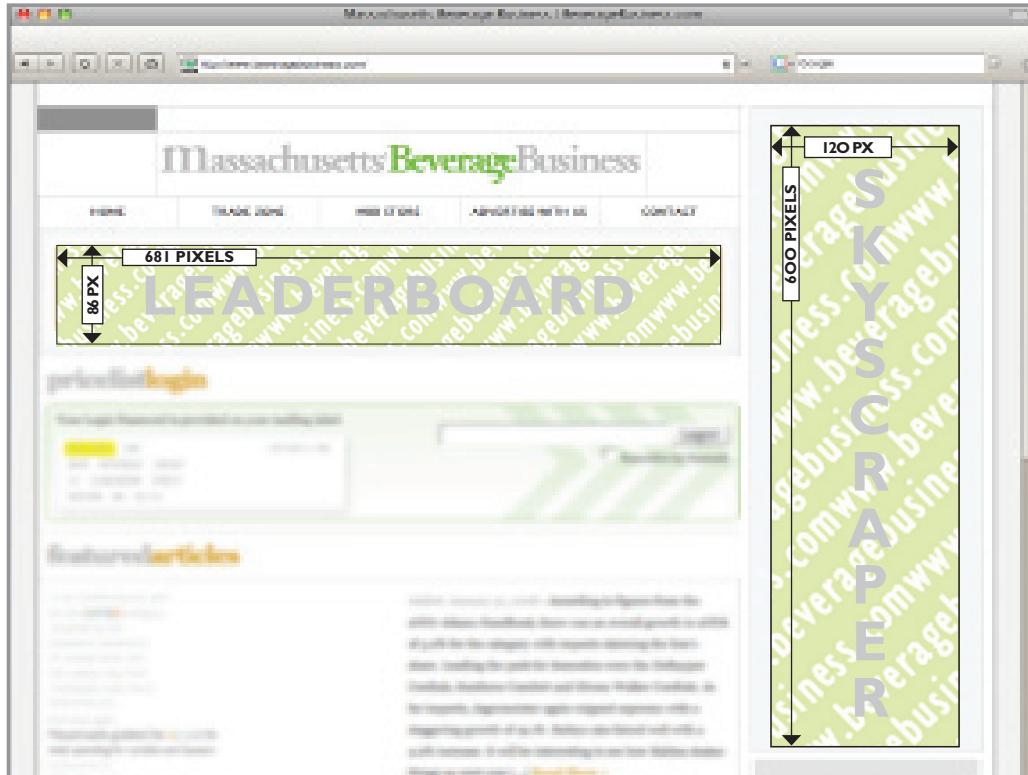


Massachusetts Beverage Business

55 Clarendon Street, Boston, MA 02116-6067
617.598.1922 **ADVERTISING OFFICE FAX** 617.598.1941
bstone@beveragebusiness.com

BANNER ADVERTISING SPECIFICATIONS

www.beveragebusiness.com



Leaderboard Advertisement (Top Advertisement)

- 681 x 86 pixels.
- Flash, GIF, JPEG advertisement with support for full movement.
- 3 cycles, 10 second cycle rotation, 30 second ad duration.
- 35K file size limitation.
- Multiple images and copy content.
- Single embedded Click Tag – for Flash files.

Skyscraper Advertisement (Side Advertisement)

- 120 x 600 pixels.
- Flash, GIF, JPEG advertisement with support for full movement.
- 3 cycles, 10 second cycle rotation, 30 second ad duration.
- 35K file size limitation.
- Multiple images and copy content.
- Single embedded Click Tag – for Flash files.