

Web Site Mechanical Specifications

File Type Accepted:

Gif, JPEG, swf (swf files need to be saved down to version 6 or lower and must follow the modifications required -- see instructions at www.craini2i.com/flash)

File Size:

Gif and JPEG—30KB, swf—50KB

Third Party Ads:

Third party ad tags such as double click, atlas, etc. are acceptable

Third Party Tag Type:

Standard tag or iframe/javascript

Web Banner Dimensions

Top Banner: 728 x 90 pixels
Skyscraper: 160 x 600 pixels
Button Banner: 180 x 150 pixels
Embedded Banner: 440 x 40 pixels

WasteNews.com

The Industry's
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Site for
Information
and Products
that Help
Market Your
Company

How Often Do You Visit These Web Sites*

	Daily/Weekly	Monthly	Yearly	Never
wastenews.com	28%	11%	36%	25%
wasteage.com	8%	8%	25%	59%
mswmanagement.com	6%	6%	21%	67%
recyclingtoday.com	9%	6%	23%	62%
resource-recycling.com	5%	5%	21%	69%

*Source: Publisher's Own Data, August 2007.

