



ENTRY PAGE ADS

There is currently one ad placement available on SCIFI.COM's AvantGo channel. This ad is located on the primary entry page for the channel and is prominently positioned just beneath the Sci Fi logo. For an example of an entry page ad within the SCIFI.COM AvantGo interface, please see the *Steven Spielberg Presents Taken* ad at left (actual size).

Please note that the entry page ad may either appear without linking, or it may link to an interior page within the SCIFI.COM AvantGo channel. (Please see interior page specs below for more details.)

The entry page ad may appear in black and white or full color. Full-color graphics will only appear in color for users who have color-enabled handheld devices.



ENTRY PAGE AD SPECS AT A GLANCE

- ❑ Format: .GIF or .JPG
- ❑ Dimensions: 148 pixels wide x 80 pixels high
- ❑ Maximum file size: 20k
- ❑ Color palette: 32-color maximum
- ❑ Ad may be full color or black and white
- ❑ Clickable graphics must have accompanying text link (5 words max.)
- ❑ All graphics must have accompanying <alt> tag

INTERIOR PAGE

The interior page allows sponsors to expand their message and brand presence within the SCIFI.COM AvantGo channel. The page may contain one graphic and a small amount of accompanying text.

HTML coding on the interior page should be very basic. Please do not use tags or style sheets. The page should not be built using a tabled structure. However, if tables are required for layout control, maximum table width should not exceed 148 pixels. It is generally recommended that content within table cells be set to stretch 100%.

Within the <body> tag, please be sure that bgcolor="#ffffff" and text="#000000".

The interior page graphic may be either black and white or full color, but must meet the 10k file size requirement. Full-color graphics will only appear in color for users who have color-enabled handheld devices.

NOTE: All interior pages should be tested by the client production team before delivery to SCIFI.COM. All interior page ads are subject to final approval by SCIFI.COM.

(continued)

INTERIOR PAGE SPECS AT A GLANCE

- ❑ Page width: 148 pixels
- ❑ Maximum number of graphics on interior page: 1
- ❑ Graphic dimensions: 148 pixels wide, with a variable height not to exceed 80 pixels
- ❑ Maximum graphic weight: 10k
- ❑ All graphics must have accompanying <alt> tag
- ❑ Maximum total page weight: 20k (10k graphic + additional 10k text)
- ❑ HTML specifications: No tags or style sheets; maximum table width 148 pixels
- ❑ <body> specifications: bgcolor="#ffffff", text="#000000"

IMPLEMENTATION TIME

SCIFI.COM requires a minimum of three business days to implement all entry page ads into the AvantGo channel. For entry page ads with accompanying interior pages, implementation time is four full business days. If interior pages were not built according to spec or have major layout problems once implemented (due to inaccurate page width, etc.), SCIFI.COM reserves the right to delay campaign launch until these problems have been fixed.