

Ad Type	Dimensions	Expandable Dimensions (these ads must be 3rd party served)	Max File Size	Animation	Notes
Wapa.tv					
Leaderboard	728x90	Must expand downward up to 768x270.	50k	Up to 30 seconds & then static	GIF/JPG or SWF* with a click-through URL (unless it is purely branding). Rich Media can have 100k secondary load file size.
Large Rectangle	300x250	Must expand leftward up to 504x250.	50k	Up to 30 seconds & then static	GIF/JPG or SWF* with a click-through URL (unless it is purely branding). Rich Media can have 100k secondary load file size.
Long Rectangle	468x60	-	30k	Up to 30 seconds & then static	GIF/JPG or SWF* with a click-through URL (unless it is purely branding). Rich Media can have 100k secondary load file size.
Video Player					
Pre-Roll	-	-	10ss	-	Video commercial to be submitted in Flash format (.flv) or on tape
Dekocast	320x60	-	30k	-	GIF/JPG with a click-through URL (unless it is purely branding)
Slider Ad	200x200	-	30k	-	GIF/JPG with a click-through URL (unless it is purely branding)

WapaMóvil (www.wapa.tv from any mobile device)					
Mobile rectangle	216x36	-	20k	Up to 10 seconds	GIF/JPG with a click-through URL (unless it is purely branding).

Wapalertas					
Large Rectangle	300x250	-	40k	4 loop max and then remain static on final loop	Animated gif or jpg only. No html code or third party hosted images. Unless it is purely branding, a clickthrough URL must be provided.
Long Rectangle	468x60	-	30k	Up to 30 seconds & then static	Animated gif or jpg only. No html code or third party hosted images. Unless it is purely branding, a clickthrough URL must be provided.

Janguero.tv					
Leaderboard	728x90	Expandable ads can expand downwards up to 768 x 270.	50k	Up to 30 seconds & then static	GIF/JPG or SWF* with a click-through URL (unless it is purely branding). Rich Media can have 100k secondary load file size.
Large Rectangle	300x250	Expandable ads must expand to the left and can expand up to 504 x 280.	50k	Up to 30 seconds & then static	GIF/JPG or SWF* with a click-through URL (unless it is purely branding). Rich Media can have 100k secondary load file size.

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Wapa Desktop					
Short Column	120x60	-	30k	Up to 30 seconds & then static	GIF/JPG or SWF* with a click-through URL (unless it is purely branding). Rich Media can have 100k secondary load file size.
Tall Column	120x400	-	30k	Up to 30 seconds & then static	GIF/JPG or SWF* with a click-through URL (unless it is purely branding). Rich Media can have 100k secondary load file size.
Long Rectangle	468x60	-	30k	Up to 30 seconds & then static	GIF/JPG or SWF* with a click-through URL (unless it is purely branding). Rich Media can have 100k secondary load file size.

WapaAmerica.com					
Leaderboard	728x90	Expandable ads can expand downwards up to 768 x 270.	50k	Up to 30 seconds & then static	GIF/JPG or SWF* with a click-through URL (unless it is purely branding). Rich Media can have 100k secondary load file size.
Large Rectangle	300x250	Expandable ads must expand to the left and can expand up to 504 x 280.	50k	Up to 30 seconds & then static	GIF/JPG or SWF* with a click-through URL (unless it is purely branding). Rich Media can have 100k secondary load file size.

* All Flash (.swf) banners must include the clickTAG in order to assign a URL. This is the proper clickTAG code:

```

on (release) {
  if (clickTAG.substr(0,5) == "http:") {
    getURL(clickTAG, "_blank");
  }
}

```