

Have your message be seen by more than 338,000 travelers on the Website!

Banner (Web/HTML) AD Specifications

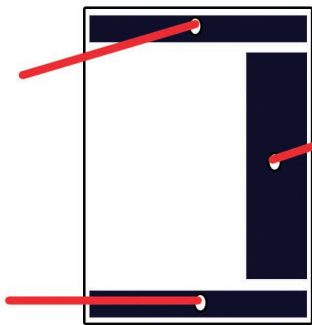
<u>Placement</u>	<u>Banner</u>	<u>Banner Size</u>	<u>Max. File Size</u>	<u>File Formats</u>	<u># of Loops</u>
Website	Leaderboard	728 x 90 pixels	50 KB	.gif, .jpg, .swf	Unlimited
Website	Wide Skyscraper	160 x 600 pixels	60 KB	.gif, .jpg, .swf	Unlimited
Website	Bottom	728 x 90 pixels	50 KB	.gif, .jpg, .swf	Unlimited
eNewsletter	Medium Rectangle	300 x 250 pixels	40 KB	.gif, .jpg	N/A

TourLouisiana.com Website

Leaderboard
728 x 90 pixels

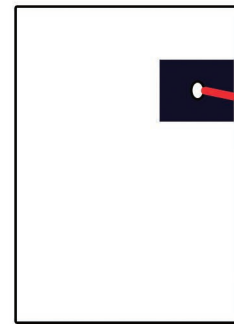
Wide Skyscraper
160 x 600 pixels

Bottom
728 x 90 pixels



TourLouisiana.com eNewsletter

Medium Rectangle
300 x 250 pixels



Rich Media and Adobe® (Macromedia) Flash® File Specifications

- Files may have unlimited loops
- Files may not include Sound
- Files may not include jarring, flashing, or strobe effects/animations
- All ads must have at least a one - pixel border

Flash® Files and the Banner Management System:

To Track your ads success, TourLouisiana.com has a Banner Management System (BMS). To track clicks/impressions for a Flash ad, the file must be set up properly in the native format (.fla) before it is exported as a .swf file. In Flash, click on the button on the stage (not the frame in the timeline where the button is). Then type -- letter for letter, exactly as written -- the following code in the actions panel:

```
on (release) {getURL(url,"_blank");}
```

***Note:** "URL" is the variable name; "url" in lowercase (without quotation marks) *must* be there for the BMS to track your ad. Do not replace "URL" or "url" with an actual URL or web address. Copy the code *exactly* as it appears. Should you experience any problems, feel free to submit the native file (.fla) for your ad, and we'll set up the click tracking.

File Submissions and Deadlines

Submit files for banner ads at <http://Materials.AJRMediaGroup.com>. All ad materials are **due the 15th the month before the ad is scheduled to run**. For more information, visit <http://Materials.AJRMediaGroup.com> or email Help@AJRMediaGroup.com.