



DRF.com Online Advertising Targets

TARGET	DESCRIPTION	AD UNITS
DRF.com Home	DRF.com home page, some positions sold as exclusives.	180x150 250x90
Special Sections Triple Crown, Breeders' Cup, Del Mar/Saratoga, Eclipse Awards, Football Betting	Run of section	Sizes vary, check with your DRF advertising representative.
Run of News	All DRF.com horseracing news pages	120x600, 468x60 300x250
Run of Daily Data Pages	All track entries, results, charts, PP downloads, workouts, changes, and weather pages.	120x240 468x60
Run of Entries	All track entries pages.	120x240 468x60
Run of Results	All track results pages.	120x240 468x60
Run of Charts	All track charts pages.	120x240 468x60
Run of Downloads	All Download Data pages - pdf, analysis, closer looks, graded entries, formulator, charts, workouts, international, other.	120x240 468x60
Run of Links	All links pages - racetracks, casinos, account wagering, organizations, contests.	120x240 120x600 468x60

For online rates, please contact Jeffrey Burch. 212-366-7650 Jburch@drf.com

Online Ad Specifications

Standard Sizes - Effective March 1, 2006
NOTE: All advertisers should send all standard sizes. Standard sizes vary by season, check back each month.

SIZE	IAB NAME	FILE SIZE LIMIT
120x240	Vertical Banner	15k
120x600	Skyscraper	24k
240x400	Vertical Rectangle	28k
250x90	Non-IAB	13k
300x250	Medium Rectangle	22k
468x60	Full Banner	15k
728x90	Leaderboard	24k

Optional Sizes

Send optional sizes only if instructed to do so by your sales rep.

SIZE	IAB NAME	FILE SIZE LIMIT
120x60	Button 2	6k
150x150	Non-IAB	13k
160x600	Wide Skyscraper	26k
180x150	Rectangle	15k

Other information

Third Party Served: Accepted.
Formats: GIF, PNG, JPEG, Flash(see below).
Flash: Add 10% to above file size limits for .swf file size limits. Flash ads MUST contain the getURL function.
Targeting: By track, circuit, or news category available at higher rates.
Animated Ads: Animated GIFs accepted. No time limit, continuous looping ok.
Image Maps: Not accepted.
Audio/Video Clips: Not accepted.