



115 Apple Creek Blvd, Suite 201, Markham, Ontario L3R 6C9  
Tel: 905-477-8301 Fax: 905-477-8469 [www.popmedianetwork.com](http://www.popmedianetwork.com)

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## TECHNICAL SPECIFICATIONS

### ELECTRONIC AD MATERIAL SOURCES

Acceptable formats and sources for ads:

- Images files (include logo image) format as .bmp, .jpg and .psd.
- Flash file format as .swf
- Windows Media as .wmv

Ads should be formatted to both 16 x9 (1280 x 768) for mall usage and 4 x 3 (640 x 480) for newsstands.

ftp server. <http://uploadingit.com/login>

User name: popmedia

Password: call for password

For any technical questions or issues please contact Walter Quintana at [walter@popmedia.net](mailto:walter@popmedia.net) or by phone at 416-991-9256