

3:1 Rectangle (300 x 100)

Added 10/26/2007
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Down, Out, and On-IG, the wisest concern set the planet, get it together to bring you tips, skills, and tricks from the hottest new titles in gaming, including:

- * A preview of graphics and weapons (including the The Gunsmith's new Ratchet & Clank Future: Tools of Destruction, a beautiful game for the PlayStation 3)
- * In the Best Business segment, learn how to take down the Cross Heart in Heavenly Sword
- * Quick Fix games: Warcraft (PSS), a look in some of the original PlayStation games

Video Direct Link
Copy the URL below for a direct link to the video currently playing.

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Tags

video teaches Gamer psp games tricks Sony skills tips playstation future skills PSS
ratchelniclank headz heavenlyword gunvsnan

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[RealCinch](#)
Posted: October 26, 2007 @ 2:37pm
Fixed? Fixed? Fixed? Fixed? Fixed?

Channel Description

[RealCinch](#)

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★★★★☆

Total Channel Views: 102,762

"You ready to be a real gamer?" The "RealCinch" channel shows things you'll see in real games, custom reviews, tips, and other information from the world of video games. From PS3, PlayStation and more, watched by the hottest gamers on the planet.

The Heavy Show
Hosted by Taryn Southern

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Positioning: A 300 (w) x 100 (h) IAB ad unit that appears on pages throughout Heavy.com. This unit may be animated if the advertiser provides the final creative unit to Heavy as .SWF (see below).

Assets Required:

If Heavy creates your units, we require the source files from campaign creative and/or a high resolution layered Photoshop file no smaller than 300 (w) x 250 (h) of your final ad.

If you would like to provide the final creative unit, we accept both JPEG and Flash. We request that you send the source file creative (.FLA, fonts and photoshop files) so we are able to make any adjustments on your behalf. Alternatively you can simply 3rd party serve this placement.

Dimensions: 300 (w) x 100 (h)

Max File Size: 40k

Animation: Animation accepted at up to :10 seconds.

Rich Media: Accepted, see following pages for details

Click-Thru: The unit will click-thru to the URL you provide us with.

Ad Serving and File Formats: Heavy can accept 3rd party ad serving, GIFs, JPEGs, and SWFs. Heavy can also site serve this creative if so desired.

Additional Tracking: Heavy can accommodate 1x1 tracking pixels from approved partners (see approved partner list) and click-thru commands if so desired.

Lead Time: For standard creative/tags, Heavy requires 3 business days lead time. 7 days lead time is required for rich media. If Heavy creates your ad unit, lead time varies depending upon advertiser approvals, however we generally require assets at least 15 days in advance of the campaign start date.