

## Leaderboard Ad for College Confidential Web Site

Thank you for participating in Hobsons' College Confidential Web site. Your leaderboard ad will appear in the location agreed upon on your contract. The quality of your materials is very important. You should keep copy to a minimum, and your leaderboard should have a clear and concise message.

We've put together some guidelines that will help you produce a targeted, effective ad for our student readers.

Please ensure that your leaderboard ad meets the criteria outlined in the following checklist. You can submit your ad via e-mail, CD, DVD, or FTP site.

[Click here to download FTP instructions.](#)

- Dimensions: 728 (w) x 90 (h) pixels
- File format: GIF, JPEG, PNG, TIFF, SWF
- File size: Approximately 25k; 40k for SWFs
- Maximum animation loop: 3x  
(10 second maximum for total ad activity)
- Audio: Not available
- Click-throughs: Tracked  
(If submitting a SWF file, use the clickTAG variable to link to the destination page.  
[Click here for more information.](#))

*\*If you are interested in automated reporting, please let your production team member know and provide them with the appropriate e-mail address.*

### **SPECIAL INSTRUCTIONS:**

Advertisements cannot mislead the user. No ad can mimic or resemble any Windows/Macintosh/Unix dialogue boxes, error messages, or the like. No "extreme" animation (flashing, jiggling, etc.). Advertisements cannot resemble College Confidential content. Advertisements cannot contain graphics that simulate interactivity (drop down menus, search boxes, etc.) without the functionality actually existing.