

Forum Sponsorship for College Confidential Web Site

Wide Skyscraper, Large Rectangle, and Leaderboard Ads

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

Please ensure that the ads you choose to supply meet 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.](#)

You may supply any or all of the following as types to appear in the forum you selected:

Wide Skyscraper

- Dimensions: 160 (w) x 600 (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.](#))

Large Rectangle

- Dimensions: 300 (w) x 250 (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.](#))

Leaderboard

- 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 (e.g. drop down menus, search boxes, etc.) without the functionality actually existing.