

Banner Ad for CollegeView Web Site

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

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

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

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

- ❑ Dimensions: 468 (w) x 60 (h) pixels
- ❑ File format: GIF, JPEG, PNG, TIFF
- ❑ Maximum file size: Approximately 20k
- ❑ Maximum animation loop: 3x
(10 second maximum for total ad activity)
- ❑ Click-throughs: Tracked

