

## Small Block Ad for CollegeView Web Site

Thank you for participating in Hobsons' CollegeView Web site. When you're creating your block ad, you have two options: a block ad with an image or a block ad with an image and text. While you can use the image as an advertisement for your school, you can also use the text to expand upon a timely event (such as an open house or application deadline) or highlight one specific aspect of your school (for example, a new major or a sports highlight).

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

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

### Option 1: Block ad

- Dimensions: 180 (w) x 200 (h) pixels
- File format: GIF, JPEG, PNG, TIFF
- File size: Approximately 20k
- Maximum animation loop: 3x
- Audio: Not available
- Click-throughs: Tracked

### Option 2: Block ad with image and text

#### □ Copy

- Heading characters: 27
- Copy word count: 25
- File format: Microsoft Word

#### □ Image

- Dimensions: 159 (w) x 125 (h) pixels
- File format: GIF, JPEG, PNG, TIFF
- File size: Approximately 40k
- Maximum animation loop: 3x
- Audio: Not available

