

Wide Skyscraper Ad for CollegeView Web Site

Thank you for participating in Hobsons' CollegeView Web site. Your wide skyscraper 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 ad 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. We recommend you tailor your materials to the audience your ad is targeted toward.

Please ensure that your wide skyscraper 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: 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.](#)



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 contain graphics that simulate interactivity (e.g. drop down menus, search boxes, etc.) without the functionality actually existing.

School Name	City	State	In-State	Out-of-State	# of Students	Request Info
Bellevue-Wallace College	Berea	OH	\$22,404	\$22,404	4,387	Request Info
Bullfinch University	Bullfinch	OH	\$21,360	\$21,360	1,097	Request Info
Central Ohio Technical College	Newark	OH	\$3,784	\$6,084	4,053	Request Info
Central State University	Winterville	OH	\$28,900	\$9,058	2,021	Request Info
Conneaut Christian University	Conneaut	OH	\$10,719	\$10,719	1,096	Request Info
Cleveland Institute of Art	Cleveland	OH	\$29,100	\$29,100	482	Request Info
College of Mount St. Joseph	Cincinnati	OH	\$20,400	\$20,400	2,740	Request Info
College of Wooster, The	Wooster	OH	\$21,600	\$21,600	1,781	Request Info
Edison Community College - Piquette	Piquette	OH	\$2,790	\$5,580	4,348	Request Info
Franklinian University of Stauberville	Stauberville	OH	\$1,790	\$1,790	258	Request Info
Haidberg University	Tiffin	OH	\$18,190	\$18,190	1,647	Request Info
John Carroll University	Cleveland	OH	\$26,144	\$26,144	2,766	Request Info
Kent State University - Main Campus	Kent	OH	\$84,300	\$15,862	22,851	Request Info
Malone University	Canton	OH	\$18,600	\$18,600	2,271	Request Info
Marietta College	Marietta	OH	\$24,220	\$24,220	1,621	Request Info
Miami University - Oxford	Oxford	OH	\$84,413	\$22,270	16,661	Request Info
Mount Vernon Nazarene University	Mount Vernon	OH	\$17,544	\$17,544	2,458	Request Info
Ohio State University - Main Campus	Columbus	OH	\$79,933	\$29,592	52,335	Request Info
The Ohio State University at Newark	Newark	OH	\$54,300	\$18,039	2,505	Request Info
The University of Findlay	Findlay	OH	\$22,506	\$22,506	2,000	Request Info
Tiffin University	Tiffin	OH	\$16,800	\$16,800	2,441	Request Info
University of Cincinnati	Cincinnati	OH	\$79,550	\$24,419	29,319	Request Info
University of Dayton	Dayton	OH	\$24,880	\$24,880	9,970	Request Info