

## Banner Ad for GradView Web Site

Thank you for participating in Hobsons' GradView Web site. Your banner ad will appear in the location agreed upon on your contract. Because of the placement of the advertisement, the quality of your materials is very important. You should keep copy to a minimum, and your banner 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, SWF\*, PNG, TIFF, EPS
- ❑ Maximum file size: 20k (Flash: 30k)
- ❑ Maximum animation loop: 3x
- ❑ Audio: Not available
- ❑ Click-throughs: Tracked

*\*Flash version 6 or later*

*File size max 30k*

*Submit SWF and FLA*

*Submit default GIF*

