

Rich Media Ad for GradView Web Site

Thank you for participating in Hobsons' GradView Web site. Rich media banners are the perfect solution for creating interactive advertisements. With a user-initiated expandable portion, your rich media advertisement will provide students with more information than a typical ad and enable you to send a targeted, informative message.

Please ensure that your rich media 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.](#)

- No audio or video until user initiated
- Maximum play length: Ten seconds
- Clearly marked with close-box
- At end of creative, auto-close after five seconds
- Maximum frequency: Maximum 2x per user session per creative
- Impression limits: No more than ten percent of total campaign impressions on home page
- File size: Maximum 15k on initial download. Upon click another 15k allowed.
- Backup GIF must be provided for browsers that do not support rich media.



Before



After

