

Button Ad for MBA Central Web Site

Thank you for participating in Hobsons' MBA Central Web site. The button ad enables you to use your logo to drive traffic to either your Web site or your hub page. The site offers a variety of placements, and your designated areas are noted on your contract.

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

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

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

- Dimensions: 120 (w) x 60 (h) pixels
- File format: GIF (best for logos), JPEG, EPS, TIFF
- Maximum file size: 5k
- Wordmark and logo is better than school seal
- Click-throughs: Tracked

