

## Homepage Ad for USA Education Web Site

Thank you for participating in Hobsons' USA Education Web site.

Homepage advertisements increase your visibility to the student audience and link students directly to your hub page. Because your advertisement will appear on the homepage, the quality of your ad 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.

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

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

- Dimensions: 300 (w) x 250 (h) pixels
- File format: GIF, JPEG, PNG, EPS, TIFF
- File size: Approximately 75k
- Maximum animation loop: 3x  
(10 second maximum for total ad activity)
- Click-throughs: Tracked

### 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 resemble College View content. Advertisements cannot contain graphics that simulate interactivity (drop down menus, search boxes, etc.) without the functionality actually existing.

