

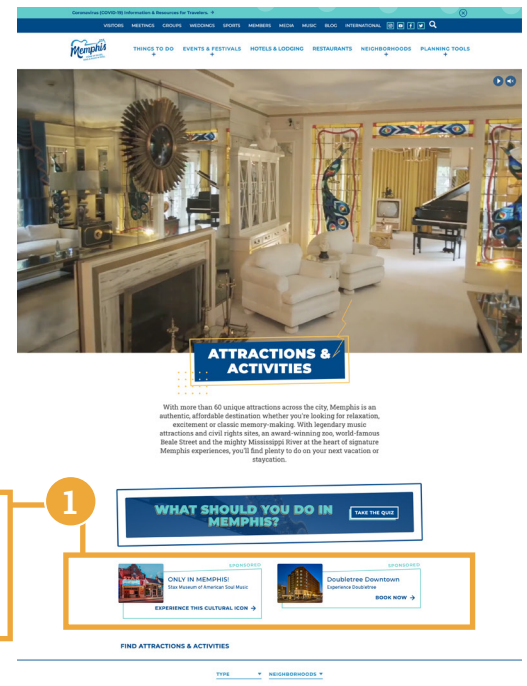
WEB BANNER ADVERTISING SPECIFICATIONS



1. FORMATTED AD

The formatted ad unit includes one frame that shows a photo, headline, description and call to action for you to communicate your message and drive clicks to your site.

- > **Title:** up to 25 characters (with spaces)
- > **Description:** up to 25 characters (with spaces)
- > **Call to Action:** up to 25 characters (with spaces)
- > **Photo:** 150 pixels width x 130 pixels height
25K max file size
Due to size, please submit a photo only (no text or logos layered on top).
- > **URL:** provide click-through URL
- > Include signed photo release form



2. DISPLAY AD

- > **Dimensions:** 300 pixels width
250 pixels height, 50K max file size
Fully designed Display creative to be provided by advertiser.
- > **URL:** provide click-through URL
- > Include signed photo release form



IMAGE SPECIFICATIONS

All colors used must be RGB or Index (web safe recommended)

Accepted file types are JPG, PNG, GIF format

Production Contact:

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