

APPrO 2008

APPrO Online - Web Banner Standards and Specifications

APPrO 2008 Banner Specifications:

**All web advertising submissions should be sent to: marketing@appro.org*

Web banner advertisements will be served ROS (Run of Site). Advertisers should submit their banner ad using the following specifications:

Skyscraper (160x600 pixels)
- vertical banner on right hand side of pages

Skyscraper (160x300 pixels)
- vertical banner on left hand side of pages
(limited usage, since it appears under our own navigation menus)

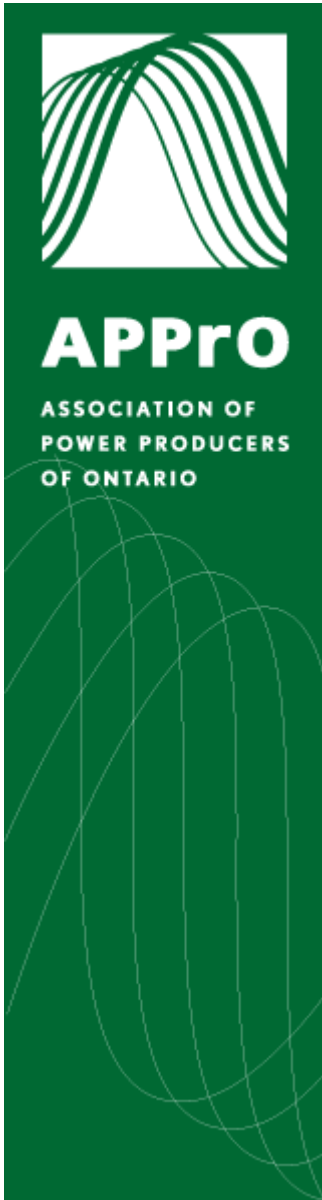
Horizontal banner (728x90 pixels)
- at the bottom of pages
- at the top of pages (not available on front pages)

Buttons, 160x160
- under the right hand vertical skyscraper banner

Any standard file format will be accepted (ie. jpg, gif), however, the file must be less than 6MB in size.

Banners will have their logo hotlinked to (1) URL if provided at the time of order.

Banner Sizes:



Skyscraper – vertical, right side (160x600 pixels)



Skyscraper – vertical, left side (160x300 pixels)



Button – under vertical right, (160x160)

Banner sizes cont'd...

Horizontal Banner – bottom (or top on selected pages only) 728x90 pixels

Terms for Banner Advertising

1. Page selection is on a run-of-site basis, randomly cycled on all pages, with positions on the page set as per the customer's choice (ie top, left, bottom or right)
2. Only one image is available below the menu on the left of each page.
3. Multiple images may appear in the advertising space on the right. Smaller images are placed above larger ones. (In general the images are stacked such that buttons appear on top, skyscrapers are at the bottom, and rectangles are in the middle, with a maximum of three right hand images per page.)
4. Top leaderboards do not appear on the home page of APPrO websites. They are displayed on all other pages of the website which contain advertising.
5. Hotlinks are free as long as information is provided by customer at the time of order.
6. Moving gifs will be free if assembled by customer and provided with order; special charges apply if moving images are assembled by APPrO.
7. Ads are not assured until completed confirmation is returned. Electronic copy is due within 7 days of confirmation or publication may be delayed.
8. Minimum order \$200 or 3 months.
9. All ad copy is subject to review and approval by APPrO and may be rejected or removed at any time.
10. Prices are subject to change without notice. Please check with APPrO's Marketing Manager to confirm current prices and for information on special offers carole.kielly@appro.org.