

File Size & Dimensions

BANNER NAME	PIXEL WIDTH X DEPTH	MAX FILE SIZE	NOTES
Site Banners: 1–7			
1. Custom Lead Banner	990 x 36	20k	
2. Half Banner	234 x 60	12k	
3. Large Rectangle	336 x 280	30k	
4. Rectangle	180 x 150	16k	
5. Skyscraper	300 x 600	40k	
6. Medium Rectangle	300 x 250	30k	
7. Full Banner	468 x 60	24k	
E-Newsletter: 8–9			
8. Half Banner	234 x 60	12k	No Flash animation
9. Vertical Banner	120 x 240	24k	No Flash animation

File Formats

GIF, JPEG, SWF

Design Specs

- 72-dpi resolution
- 1-pixel-wide border
- Must meet maximum file-size limitation

Animated Ads: Flash (not available for e-newsletter)

- Flash is preferred. If GIF is desired, see below.
- Maximum duration: 15 seconds; maximum loops: three
- Borders: 2-pixel border required
- Code to "getURL" in blank window (necessary for tracking your ad clicks). For detailed instructions go to www.forester.net/specs.
- Any interaction with an ad must be user-initiated. For example, ads can only utilize audio or video on user click (or mouse cursor over for at least 3 seconds).
- An obvious "Play" and "Stop" button must be available.
- "Volume" and "Replay" buttons are highly recommended.
- Audio and video within general advertising placements may last no longer than 15 seconds.

Animated Ads: GIFs

- The GIF should have at least two seconds between frames, with a maximum of six frames.
- If a smooth transition between frames is desired, the ad should be created in flash.

Delivery & Implementation

- Indicate the URL to which banner should link.
- Allow five business days to process and load.
- Specialized rich media ads and e-mail creative may require longer lead times.
- Send all banners at one time. Schedule their appearance any way you like.

Forester Media Design Services

If you would like help creating your ad banners, contact your ad sales representative.

Forester Media Advertising Policy

While advertisers have creative liberty designing their ads, Forester Media reserves the right to reject advertising and request revisions based on content, user impact, distraction factors, and other situations it deems, in its sole opinion, not in keeping with its standards. Banners may not be overly distracting to the user. Ads must not mimic "alert" windows or false computer message screens, be designed to blend in with the site and/or mimic editorial fonts or colors, or include fake form elements of other graphic symbols that mimic functionality that does not exist.

Need Help?

If you have questions about building your ad, please call our Production Department at 805-679-7640, or e-mail production@forester.net.