Branded Left Side

Branded Hybrid Ad Guidelines | REV. 08/17

Follow these steps to ensure correct file submission to Gardner web sites.

Branded Right Side

Corporate logo, graphic, and/or photo Branding/Messaging **Clear Space:** 5 pixel clear white space on the edges of left side. White Background 4 Image Area Required for all hybrid ads · Size: 150 pixels x 100 pixels File format: jpg 3 Branding/Messaging • File size: 10k 100 px Add logos, text, tags and/or branded graphics only. Product images are NOT permitted in this space. **5** NO BORDER Size: 150 pixels x 100 pixels File size: 10k 150 px 150 px

- 300 px Left side: No text or images are allowed within the 5 pixels clear space. (Pink grid does not display in final ad.)
- Right side: Images are allowed to completely fill the space from edge to edge (150x100).
- 1 Pixel Grey Center Line will be added to images with white or light colored backgrounds.

Branded Ad Example 1

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Branded Ad Example 2

FINAL File Submission

PREFERRED file submission:

- (1) 300x100 graphic
- no borders
- file format: jpg
- file size: 20k

HYBRID ADS ARE STATIC Animated GIF and Flash ads are not accepted

Left Side Specifications:

- Clear Space: The left side of a hybrid ad must include 5 pixels of white clear space on all sides.
- White Background: The left side of a hybrid ad must ALWAYS be white and CANNOT incorporate product images.
- Branded/Message: Use your tag line, brief messaging, or logo in this space. Photos are NOT permitted in this space. Refer to example 1.

Right Side Specifications:

- Image Area: Your brand logo, graphics
 - or photo must fit within a 150x100 pixel area.
- No Border:
 - DO NOT include a border with your submitted artwork. A border will be added around final ads once uploaded to web sites.
- Center Line:

A 1 pixel rule will be added if artwork has a white or light colored background. Refer to example 2.