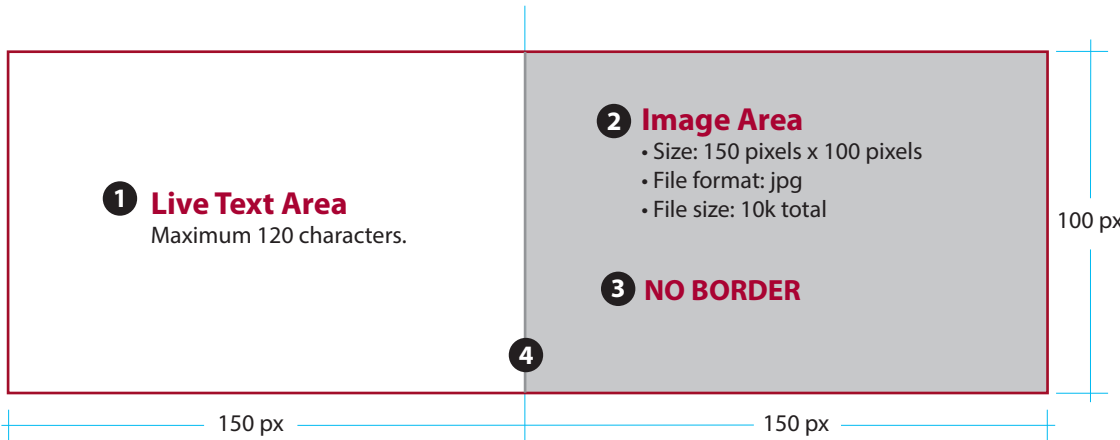




**Follow these steps to ensure correct file submission to Gardner web sites.**

Left Side  
Live Text

Right Side  
Brand logo, graphic, photo



**Left Side Specifications:**

- 1 Live Text:**  
Maximum 120 characters.  
Send text to your GBM advertising representative.  
Ad rep will place text within the hybrid ad.

**Right Side Specifications:**

- 2 Image Area:**  
Your brand logo, graphics or photo must fit within a 150x100 pixel area.
- 3 No Border:**  
DO NOT include a border with your submitted artwork. A border will be added around final ads once uploaded to web sites.
- 4 Center Line:**  
A 1 pixel rule will be added if artwork has a white or light colored background. Refer to example 2.

- Left side: Live text up to 120 characters on a white background.
- 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.

Text Ad Example 1

In order to grow your business, you need to arm yourself with the right market information.

**MOLD BUSINESS INDEX**  
**MBI**

Presented Exclusively by  
MoldMaking Technology.

Text Ad Example 2

Grow your business!  
Arm yourself with the right market information.

**FINAL File Submission**

**Left side/text submission:**

- Send text to your GBM advertising representative to be placed as live text within the left side of the hybrid ad
- Maximum 120 characters

**Right side/graphic file submission:**

- (1) 150x100 graphic, without borders
- file format: jpg
- file size: 10k

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