



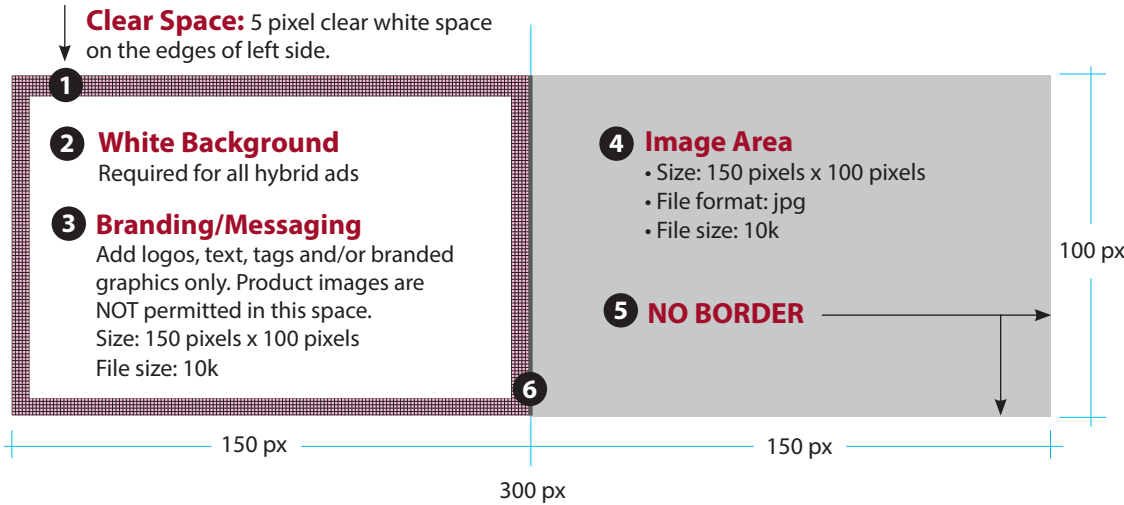
**Follow these steps to ensure correct file submission to Gardner web sites.**

**Branded Left Side**

Branding/Messaging

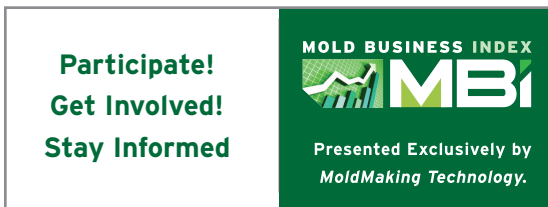
**Branded Right Side**

Corporate logo, graphic, and/or photo



- 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



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:**

- 1 Clear Space:**  
The left side of a hybrid ad must include 5 pixels of white clear space on all sides.
- 2 White Background:**  
The left side of a hybrid ad must ALWAYS be white and CANNOT incorporate product images.
- 3 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:**

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