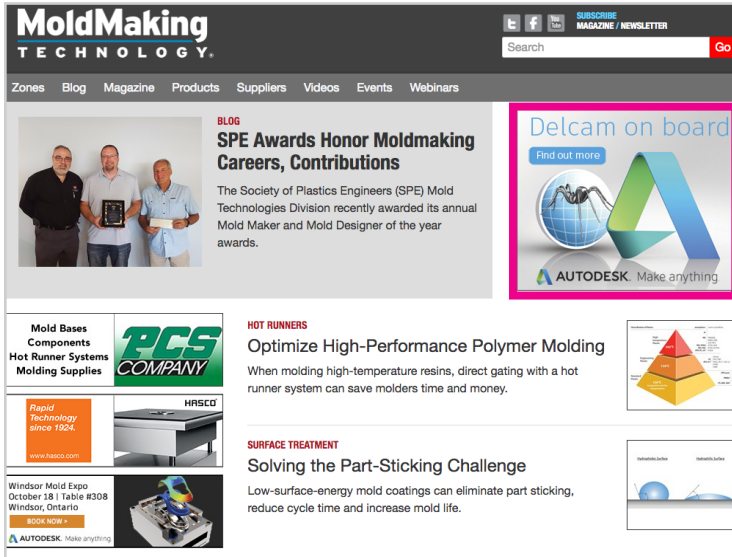




Preparing your static/animated files for Gardner Business Media web

STATIC AD/ANIMATED GIF



A NOTE ABOUT BORDERS: GBM wraps all ads with a one pixel light grey border around all four sides.

STATIC AD SPECIFICATIONS

- FILES SIZES 40K
- PIXEL DIMENSION 300 X 250 pixels
- FILE FORMATS JPG

ANIMATED AD SPECIFICATIONS

- FILES SIZES 80K
- PIXEL DIMENSION 300 X 250 pixels
- FILE FORMATS GIF

The static/animated banners can be linked to your website or Youtube video just provide url link.

QUESTIONS: Contact our Advertising Dept.: call 513-527-8800 or email advertising@gardnerweb.com