



WEBSITE BANNER SIZES AND SPECIFICATIONS

PRINT AD SIZES	WIDTH x HEIGHT	PRICE
Home Page 3 Modules Banner	1399 px x 90 px Suggested weight for JPG: 21 Kb Suggested weight for PNG: 45 Kb	\$1200 USD
Footer Right or Footer Navigation Banner	255 px x 255 px Suggested weight for JPG: 17 Kb Suggested weight for PNG: 47 Kb	\$400 USD
All Right Sidebar Banners in 2 Column Pages (detailed and listing views)	414 px x 200 px Suggested weight for JPG: 17 Kb Suggested weight for PNG: 51 Kb	\$700 USD
Editorial Content (Subject to our approval)		\$800 USD

DIMENSION QUOTING NORMALIZATION: all dimensions are quoted as widthxheight.
PIXEL DENSITY: all banner images are expected to have a pixel density of **72 DPI**.

OPTIMIZATION TIPS FOR BANNERS

- Prefer **JPG** images whenever possible, since they are lighter.
- Use **GIF** or **PNG** images when the banner uses large flat color backgrounds or the equivalent **JPG** version of the image has an unacceptable amount of artifacts.
- Prefer **PNG** over **GIF** banners since **PNG** standard is more modern and will output better quality imagery per byte.
- Use **PNG24** images if you absolutely need transparency or alpha channel support in your banner.
- Run all **JPG** and **PNG** files through the Panda Optimizer, located in <http://tinypng.com> this will in most cases return a smaller file with no perceptible loss in quality. Specially in the case of **PNG** files, Panda will strip off around 60 to 70% of weight from an image.



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