

YOUR GUIDE TO ADVENTURE

The exciting new travel guide series published by the Tri-City Weekly

ONLINE ADVERTISING SPECIFICATIONS

V I S I T O R G U I D E

INTERACTIVE MARKETING UNIT	CREATIVE SIZE	FILE SIZE	ADVERTISEMENT RESOLUTION	LOOPING RESTRICTIONS
BANNER	468 X 60 PIXELS	30K	72dpi	6 LOOPS MAX
SKYSCRAPER	240 X 90 PIXELS	30K	72dpi	6 LOOPS MAX
TILE	120 X 90 PIXELS	30K	72dpi	6 LOOPS MAX

MECHANICAL INFORMATION

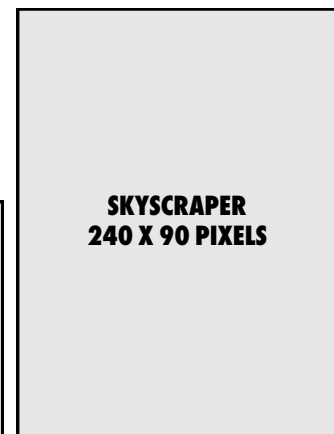
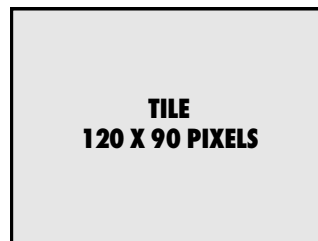
A. Acceptable file Formats: GIF, Animated GIF, JPEG, HTML, DHTML, Flash.

B. Lead Time: All creatives must be received seven days prior to scheduled start date.

C. Production Contact: Please send all materials to production@yourguidetoadventure.com. All advertisements are subject to publisher's approval.

D. Rich Media Requirements: The ad must be tested, debugged and work properly in all major browser versions. Check for correct syntax of HTML, Javascript or any languages used. It must be possible to open the ad directly into a browser. Unless otherwise stated, the physical file size may not exceed 400 X 400 pixels. File names may not include any special characters, as this may cause errors.

E. Click-through URLs: The ad file should contain the click-through URL. References to files and click-through URLs must be in quotes. Please be sure to advise us the click-through URL for each creative when sending. All click-through URLs must spawn a new window when clicked.



For any questions regarding advertising specs, please contact Kenny Priest at (707) 443-5672 or production@yourguidetoadventure.com

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