

M online advertising specs

- 1. Leader Board Banner:** W: 610 x H: 75 pixels
- 2. Horizontal Rectangle:** W: 336 x H: 280 pixels
- 3. Vertical Rectangle:** W: 151 x H: 265 pixels
- 4. Skyscraper (Banner on the right side):** W: 160 x H: 475 pixels
- 5. Bottom Banner Ad:** W: 468 x H: 60 pixels
- 6. e-Newsletter Ad:** W: 190 x H: 350 pixels

All ads should be set to 72 dpi (resolution) at RGB.

The screenshot shows the Hilton Head Monthly website interface. At the top, the logo reads "hilton head Monthly Voice of the Lowcountry". Navigation tabs include HOME, NEWS, BUSINESS & MONEY, HOME & GARDEN, LIFESTYLE, HEALTH, AROUND TOWN, OPINION, DINING, ARCHIVE, BLOGS, CONTACT US, ADVERTISE, and LINKS. The date is Wednesday, Sep 08th.

Leader Board Banner: A blue banner at the top left contains the text "Leader Board Banner". Below it is a featured article titled "Pets on the Promenade returns this Saturday" with a sub-header "Interview: John Mellencamp's new testament". The article includes a photo of a dog and a person, and a small image of a guitar.

Horizontal Rectangle: A large blue rectangle on the right side of the page is labeled "Horizontal Rectangle". Below it is a "LOCAL NEWS" section featuring an advertisement for "HiltonHeadSavings.com" with the text "Hilton Head Savings is the one stop shop for discounts, deals and special offers in Lowcountry, SC."

Vertical Rectangle: A vertical blue rectangle on the right side is labeled "Vertical Rectangle". Below it is a weather widget for "Hilton Head ... SC" showing "82°f Party cloudy".

Skyscraper: A tall, narrow blue rectangle on the right side is labeled "Skyscraper". Below it is a "DON'T MISS" section with links to "Property Management", "Calendar of Events", "Restaurant Menus", and "Today's News". At the bottom right is an advertisement for "Monthly on facebook" and "Monthly e-newsletter" with the text "Looking for FUN THINGS to do this weekend? Get the hot list of happenings in your mailbox every week."

Other Content: The main content area includes sections for "NEWS" (Mayor's Race: Jim Collett), "BUSINESS / MONEY" (Pino Gelato: Business sense, served ice cold), "AROUND TOWN" (City Guide 2010: The Lowcountry's Best Activities For Families And Athletes), and "LIFESTYLE" (Exile on Calhoun Street: White Liquor gathers no moss).

