

Banner Specifications Sheet

Flash Banner (.swf)

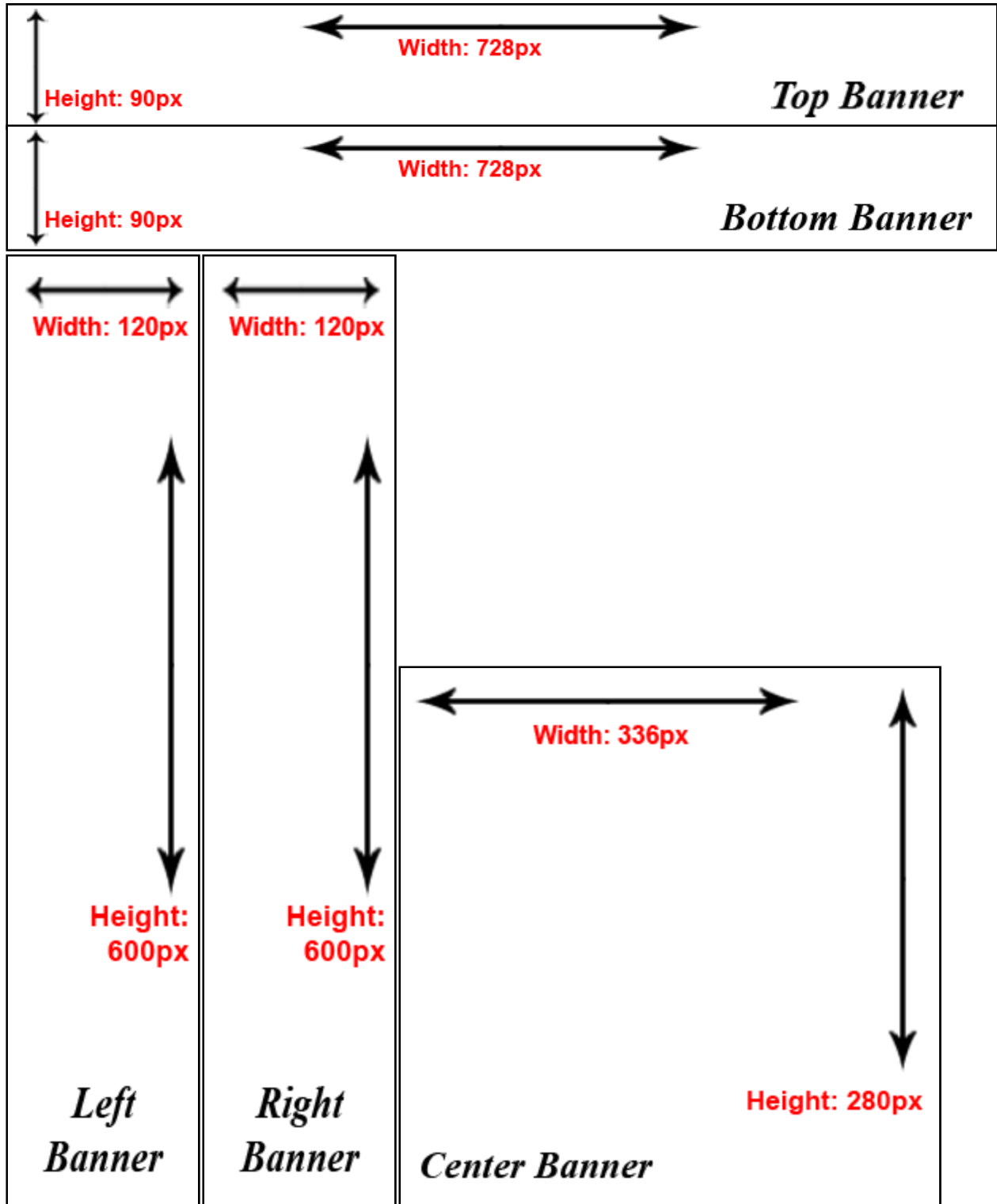
- File size must be under 300kb
- Must have correct URL Link
- File must be in .swf format (we will not accept raw flash formats)
- File must be correct size for banner location "see sizes below" (smaller or larger files will not be accepted)

.JPEG, .GIF, .BMP Format

- File size must be under 100kb
- Banner must be in RGB format (Red Green Blue)
- This format is use for web or TV production. CMYK format is used for print press.
CMYK format will not be displayed on web browsers. If you have a designer please make sure they are providing you the artwork in RGB format.
- Full URL Link must be provided ex. [Http://www.overcolor.com](http://www.overcolor.com) or [Https://www.overcolor.com](https://www.overcolor.com)
- File must be correct size for banner location "see sizes below" (smaller or larger files will not be accepted)

Fees

- \$75/hr (\$50/hr members only) charge for banner creation (customer receives a raw copy for other uses)
- \$15 charge for CMYK to RGB conversion (we will not be responsible for color matches)
- \$10 charge for banner updates or corrections
- \$10 charge for banner relocation (left to right or right to left)
for (top to bottom or bottom to top) please review current rate sheet for new location



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