

Wallpapers/Skins Advertising

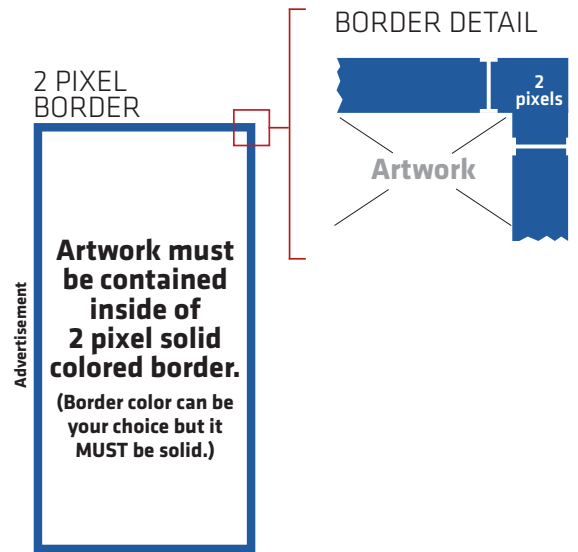
Creative Specifications

Wallpapers a.k.a. skins are created by 1105 Media using a “base image” supplied by the client. If desired, the client can use two different images, left and right (if so, please include the words “left” and “right” in image names when submitting the files).

- * Images must be in .jpg, .gif or .png format
- * Any and all design elements that constitutes your advertising message such as typography, photography, shading\gradients or any other element must be contained within a **solid colored 2 pixel border** (shown in blue in the example to the right.) Your artwork CANNOT bleed on any edge and must always be contained inside the 2 pixel border.
- * The 2-pixel solid border color of your choice will then be adapted to the fill the maximum expandable width to fill all possible screen sizes. See sample below.
- * The design team at 1105 Media will use responsive design techniques to shrink your creative to 80 percent of the size for viewers with smaller screens/browsing windows. Please review your creative at 80 percent before submitting to make sure you're happy with the readability, etc.

* Images must be the following sizes (size depends on site it will be running on):

ADTmag.com	180 x 800 pixels
ESJ.com	130 x 800
MCPmag.com	180 x 800
RCPmag.com	140 x 800
RedDevNews.com	152 x 800
Redmondmag.com	180 x 800
VirtualizationReview.com	180 x 800
VisualStudioMagazine.com	152 x 800



In this example the advertisement denoted by the dashed border has a solid blue background with a matching solid blue 2 pixel border. The 2 pixel border color is then picked up and used as the background for the entire website background to the maximum expandable width.