

Online Advertising Guide

AlaskaDispatch.com sets a standard of advertising that both benefits our clients as well as our news site. In doing so, we maintain a high click-through ratio for our site and in turn direct many of our readers to your company's website. In order to ensure that an advertisement is appealing without being overwhelming, we have come up with a few guidelines. Also, in order to cut down on unnecessary complications, we have included guidelines for the creative files themselves. Thank you for your cooperation and we look forward to having your company find advertising success with AlaskaDispatch.com.

General Guidelines

All Adobe Flash files must be accompanied with a static .gif or .jpg
Animation is limited to first 15 seconds, looping is unlimited within 15 seconds.

Video ads displayed in a standard banner (not pre-roll) must be coded to play only when either rolled over or clicked.

Use animation carefully: keep animation smooth and fluid, using slow motions and gentle fades. Fast and abrupt motion has been shown to be overwhelming and irritating.

Each ad campaign may use up to six (6) banners that rotate.

All ad sizes are in pixels.

Ad Size	Formats	Pages	Max File Size
728X90	All	Interior Sections Only	75k
300X250	All	Homepage/Interior Sections	75k
300X100	All	Homepage/Interior Sections	75k
468X60	.jpeg or .gif	Homepage Only	75k
200X800	.jpeg or .gif	Homepage/Interior Sections	75k
960X28	.jpeg or .gif	Dropdown Menu (Pencil Ad)	75k

AlaskaDispatch.com

News and voices from the Last Frontier

(907) 743-0744 • Fax (907) 743-0729 • advertising@alaskadispatch.com
2301 Merrill Field Dr., Anchorage, AK 99501

