



Website Advertising Specifications

All advertisements for the HRMA website must be submitted electronically.

The following file types that will be supported for the website advertising are:

- Photoshop (.PSD)
- JPEG (.JPG)
- TIFF (.TIF)
- GIF (.GIF)
- Adobe PDF (.PDF)

These file types can be created and saved in graphics packages such as Quark, Corel Draw, Illustrator, Fireworks.

Any advertisement that does not meet the criteria below will be placed on the site at an additional cost to the advertiser at a current rate of \$85 per hour.

TWO NOTES OF SPECIAL IMPORTANCE:

1. Microsoft software is not considered “graphics software” and therefore, the results of your finished layout may not meet your expectations. This is particularly true if you are using Word or Excel.
2. We cannot be responsible for changes, substitutions, corrections or proofs. **PLEASE SEND ONLY YOUR FINAL FILE.** Any ad changes, substitutions, or corrections will incur an additional charge of \$25 to the advertiser.

SPECIFICATIONS:

Links are direct web connections to your website when "clicked on" by viewers. It will open a new window in their browser to allow them to navigate through your website. It can be directed to any page within your website as the initial page. The location of these links can be found on the HRMA website here: <http://www.hrmaastl.org/Resources/links.htm> ***Our paid advertisers will be listed at the top of this page!*** Please submit your URL to hrma@hrmaastl.org for inclusion

Specialty Links are the same as Links but with a written introduction of your company to encourage their visit to your site. (50 words or less). Please submit your URL and text to hrma@hrmaastl.org for inclusion

Banner Advertising is found on two pages on the HRMA website. The Main page and the Job Posting page. This type advertising is an animated, rotating billboard that gives your ad great coverage. Each advertisement scrolls through every 3-4 seconds. Visit the website for a preview <http://www.hrmaastl.org> Please submit your artwork and URL (per the specifications above) to hrma@hrmaastl.org for inclusion. Banner ads must be 480 x 60 PIXELS (w x h) for inclusion. Any ads received that do not meet these specifications will incur additional charges.