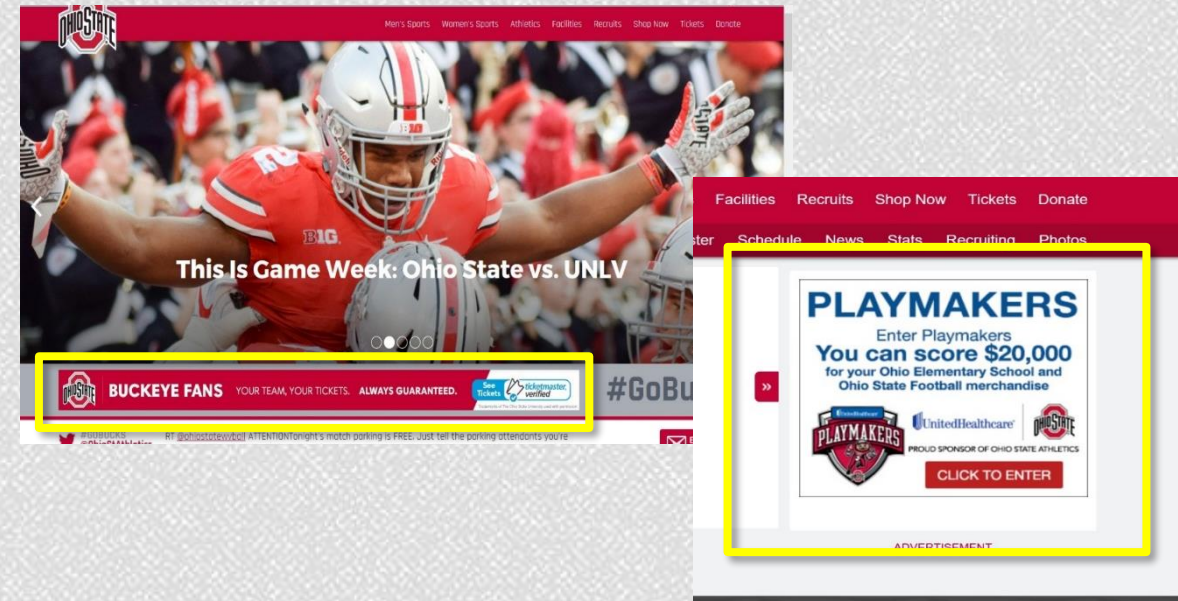


# BANNER ADS

**As part of your membership, you receive 100,000 banner impressions on OhioStateBuckeyes.com. Please use this page to find specs, deadlines and instructions on how to submit your creative.**

| <u>Creative Banners</u> | <u>Acceptable File Types</u> |                             | <u>Required File Size</u> |
|-------------------------|------------------------------|-----------------------------|---------------------------|
| 970x66                  | [Animated] .swf (Flash)      | [Static] .gif or .jpg       | 150K or less              |
| 728x90                  | [Animated] .swf (Flash)      | [Static] .gif or .jpg       | 75K or less               |
| 300x250                 | [Animated] .swf (Flash)      | [Static] .gif or .jpg       | 150K or less              |
| 320x50                  |                              | [Static] .gif, .jpg or .png | 50K or less               |

- Please submit via e-mail your ad artwork in all four (4) of the ad sizes outlined above (970x66, 728x90, 300x250 and 320x50). Please pay attention to the File Size and File Type requirements associated with the corresponding ad size.
- Please provide an active URL address to be linked with the creative banners. This will be the URL address you would like the viewing audience to be directed to upon clicking your ad on the OhioStateBuckeyes.com website.
- If providing animated (.swf) files for the 970x66, 728x90 and 300x250 creative banner sizes, you must also submit a static (.gif or .jpg) version of those ad sizes for viewership on mobile-capable devices without the Flash plug-in.
- Please specify the creative's applicable flight information for proper processing.
- If you need assistance with banner ads, a generic template can be provided to you for a logo drop upon request.



**DUE DATE FOR ALL DIGITAL ADVERTISING: One (1) week prior to campaign start date**