

# ITC WEB-SITE GUIDE

## AD SPECIFICATIONS

*Final ad materials will be accepted  
at any time during the paid period.*



### Ad Sizes

**Main Web-site Ad: 145px (w) x 150 px (h) 96 dpi**

Advertisements will be placed in alternate sequence in the two rotators in the order received.

**Conference Page Ad: 145px (w) x 75 px (h) 96 dpi**

Advertisements will be placed in alternate sequence in the four rotators in the order received.

### Artwork Files

Layout must be in electronic file format.

Files must be setup for 96 dpi.

Files must be one of the following formats:

- JPG,
- GIF,
- PNG,
- SWF

**NOTE: SWF and GIF files maximum timing is 5 seconds  
AND NO LOOPING.**

All files must have appropriate Windows file extensions in name.

DO NOT compress files.

### Color

It is recommended that all files be in RGB color ONLY.

Other color formats are not guaranteed to display properly.

### Fonts

All fonts must be embedded into your ad file.

### Sound

Sound will not be allowed.

### Images

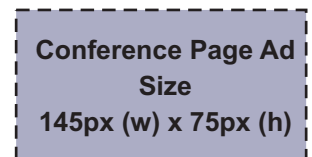
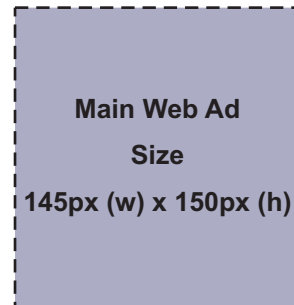
Ads are considered to be an "image" file and must be a single uncompressed file no larger than 50k in size.

### Artwork Submissions

Include ONE web ready final file per ad spot and your contact information.

**Email ad files ONLY if smaller than 50kb to:  
Information@telemetry.org**

**Enabling Technological  
Innovation, While Serving  
Today's Users**



**If ad is larger than these sizes, it will  
automatically clip or auto adjust to the  
ratio.**

**Give your company high visibility  
by advertising on the  
www.Telemetry.org web-site.**

**Longer ad exposure time can be  
purchased in 5 second intervals or as  
multiple 5 second static ads.**

**For additional information,  
please contact  
Lena Moran at 951-219-4817,  
staff@telemetry.org**