

General Notes

Any Library Staff or Faculty member may submit content for a banner ad, plasma screen, digital flyer, or announcement posting. However the purpose of the posting must relate to an activity that the library is participating in. All requests must be made through the Project Work Request form through the Library's Intranet.

You can either create your own ads, based on the information below, or request that the WDT create the ad (see below for necessary information).

Banner Ad Image Creation Guidelines

Most image requests will be filled within one day unless revisions are necessary

Creating Your Own:

- You can use Photoshop, Powerpoint, or Publisher
- The dimensions are 7.708 inches wide by 2.319 inches tall (555 pixels by 167 pixels) and 72 dpi
- Leave empty space at the bottom right hand side for the navigation numbers
- Keep the text brief as the image only shows for 8 seconds
- Try not to choose too many colors as the image is small and too many colors will make the message harder to communicate
- You can link the image, or words in the image, to one or more URL's
- The Web Team may ask you to redesign the slide to improve its communication

Web Team Created:

- Send images, text and or color suggestions
- Keep the text brief as the image only shows for 8 seconds
- If you wish for the Web Team to make a banner ad using the image from the plasma screen, please send the version with layers. This means if you use Photoshop, send the PSD without flattening the image.
- You will be sent a draft copy so that you can make changes as needed

Plasma Screen Slide Image Creation Guidelines

All Plasma Screen ads will also be included in the digital flyers rotation on the website.

Creating Your Own:

- You can use Powerpoint
- The dimensions are 13.3 inches wide by 7.5 inches tall
- Feel free to use the predesigned Powerpoint slides
- TEXT:
 - Keep the text brief as the image only shows for 20 seconds
 - All text must be at least 24 points
 - Limit use of Italics as it is hard to read, especially with light coloring
 - Watch your use of text color compared to background color as sometimes the colors make it hard to read
- The Web Team may ask you to redesign the slide to improve its communication

Web Team Created:

- Send images, text and or color suggestions
- Keep the text brief as the image only shows for 20 seconds
- You will be sent a draft copy so that you can make changes as needed