

# Community College Week Banner Specification

Banners can be submitted for display on [www.ccweek.com](http://www.ccweek.com) in the following formats:

- JPEG (.jpg) – For simple still-frame images.
- GIF (.gif) – For simple still-frame images or simple looping animations.
- SWF (.swf) – For advanced web animation using Adobe® Flash® technology.

Banner sizes are dependent on the advertisement zone they are placed in. Zone locations and dimensions (in pixels) are as follows:

Zone	Width	Height
1	180	300
2	120	300
3	180	43
4	180	300
5	120	120
6	120	75
7	468	60
8	180	60

## SWF Notes:

SWF banners should link directly to the target website. This is done using ActionScript. There are many resources on the web for learning ActionScript but if this is unfamiliar, a simple method for embedding a hyperlink in your SWF file is outlined below:

1. After your banner has been created, make a new button symbol inside your scene that is the same height & width as the scene.
2. Place the new button at x:0, y:0 so that it covers the banner completely.
3. Select the symbol and give it an instance name of *button*
4. While it is still selected, change it's color to 'Alpha' and reduce the amount to 0%.
5. Select frame 1 and open the Actions panel.
6. On line 1, type the following code (replace [www.mydomain.com](http://www.mydomain.com) with the target domain name).

```
button.onRelease {getURL(www.mydomain.com, "_blank");}
```

The screenshot shows the Community College Week website layout. At the top, there are two small banners: Zone 7 (left) and Zone 8 (right). Below them is the main header 'Community College Week' with the tagline 'THE INDEPENDENT VOICE SERVING COMMUNITY, TECHNICAL AND JUNIOR COLLEGES'. A navigation bar contains links for Home, Login, Community College Locator, Archives, and Top 100. The main content area features a 'In This Issue' section with a large 'ECS BACK FROM THE BRINK' graphic. To the left is a sidebar with links for Careers, Subscriptions, Archives, Advertising, Top 100, FAQ's, About Us, Contact Us, and Partners. To the right is a 'Community College Week - VOLUME 19, No. 14' article dated Monday, March 12, 2007, with a 'read more' link. Several advertisement zones are highlighted with red boxes: Zone 3 (top right), Zone 4 (large central ad), Zone 5 (left sidebar), Zone 6 (bottom left), Zone 7 (top left), and Zone 8 (top right). The footer contains copyright information for 2006 Community College Week, contact details for Autumn Publishing Enterprises, Inc., and links for Writer's Guidelines, Privacy Policy, Terms of Use, and Contact Us.