

Equipment Finance Advisor :: Online Advertising Specifications

10/14/11

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Equipment Finance Advisor Online Advertising Specifications & Submission Guidelines

WEB SITE BANNER AD SIZES & PROFILES:

Leaderboard:

Dimensions: 728 x 90

Maximum Size: 40K GIF / JPG, 50K Flash

Accepted File Formats: GIF, JPEG and SWF (Flash)

Skyscraper:

Dimensions: 300 x 600

Maximum Size: 40K GIF / JPG, 50K Flash

Accepted File Formats: GIF, JPEG and SWF (Flash)

Large Box:

Dimensions: 300 x 250

Maximum Size: 40K GIF / JPG, 50K Flash

Accepted File Formats: GIF, JPEG and SWF (Flash)

Behavior:

- Recommended Animation Length: 15 Seconds
(animation may include multiple loops but all animation must stop at 30 second point)
- Maximum Animation Time: 30 Seconds
(any animation within banner file must cease at 30 seconds from initial load of the banner)
- Must open a new browser window upon click.
- Alt text: 255 character maximum.

Flash Media Guidelines

Flash Versions Supported:

- Flash 9 and earlier.

Sound (audio):

- No Audio Allowed Except Under Special Contract with Equipment Finance Advisor.

Deliverables with your Flash creative:

- Please include Flash Source file (FLA) and convert fonts to outline. Please also any fonts (either Windows or cross-platform font files) with the source file(s).
- All Flash banners MUST include a JPG or GIF file of the same size as the Flash banner that will be delivered to devices where Flash is not supported (such as iPhone, iPad, etc.)

Design Requirements:

- The resolution must be optimized for 72 pixels per inch
- All creative must be designed with a 1x1 pixel solid background color to avoid unwanted color conflicts with the displaying page.
- Please leave a single pixel solid color border around all banners to allow for color coordination by the Equipment Finance Advisor design staff.
- For JPG format media, the banner creative must be “full bleed” – with no transparency or background fill outside of the border.
- Animated GIFs should have at least two seconds between frames, maximum of six frames.
- Banners with a white or transparent background must include a 1 pixel-wide border.
- If you have a specific request for border color, background color, or would like to consider other exclusive rich media options, please contact Equipment Finance Advisor in order to discuss the options for your campaign to allow for the most effective results possible for your sponsorship placement.

Lead Time / Schedule to Post Banners on Equipment Finance Advisor

GIFs/JPGs: Three (3) business days.

Flash & Rich media: Five (5) business days.

Premium positions: Seven (7) business days.

Flash Media Integration Specifications

When submitting Flash creative please provide:

- Flash movie file (.swf)
- Flash .FLA file (Windows Format)
- Fonts (Windows compatible) -- convert fonts to outline and also include font files with the source file set.
- Alternate JPG/GIF (served to browsers and devices that do not have a compatible Flash Plug-In) to be used when Flash not supported.
- Flash movie files saved in Flash version 9 or prior, supported.
- ClickTAG – Please integrate into the FLA and final compiled SWF file the clickTAG method to allow for click tracking. Detailed instructions can be found at the following web site: <http://www.flashclicktag.com> -- and if unable to implement, Equipment Finance Advisor will ready any Flash banners, as required.
- Please specify the version of Flash used to compile the final movie (i.e. Flash CS4), as well as background color needed for the Flash creative (default is #FFFFFF).
- All final creative must be designed with a solid background color to avoid unwanted color conflicts with the displaying page.
- The wmode value in the HTML code will be set to "opaque".
- Flash creative with audio is not permitted.
- Animation looping is allowed up to maximum of 15 seconds.

Flash ActionScript & Code

- Equipment Finance Advisor requires that the industry-standard clickTAG be utilized on all Flash media banners. Detailed instructions can be found at the following web site: <http://www.flashclicktag.com> -- and Equipment Finance Advisor will complete the routine as needed (at no cost) and re-compile, as required, prior to launching a new campaign. Both ActionScript 2.0 and 3.0 are supported.

Third Party Ad Serving

Banner Ad serving support for 3rd party code (such as DoubleClick, PointRoll, etc.) is typically supported, but addressed on an individual basis. Please allow additional time for our production department to ready any 3rd party campaign prior to launch (please make sure the campaign is active for full testing during preparation stage). Please note that 3rd code utilizing the ILAYER cannot be served without removing the ILAYER portion.

JavaScript

Any code that sets or reads 3rd party cookies, or has any reference to cookies, must be 3rd party served. NOSCRIPT calls are not required. JavaScript creative must be able to support all JavaScript versions 1.2 and higher or provide alt image.

Java

Equipment Finance Advisor does not directly support Java Applets. If you wish to deliver Java-based media, please contact Equipment Finance Advisor to discuss issues such as file sizes, expected load times, etc. Equipment Finance Advisor recommends delivering banner media through rich media solutions such as a Flash banner creative, then delivering your Java solution on the resulting web page on your corporate web site that would be linked from the banner delivered through EquipmentFA.com.

WEB SITE TEXT SPONSORSHIP ADVERTISEMENTS

Equipment Finance Advisor's Text Sponsorship Campaigns provide a quick, easy advertising solution without any visual design production whatsoever, while also delivering informative text-based advertising for your organization. Equipment Finance Advisor's text sponsorship campaigns deliver your advertisement within a recognizable and "quick read" format. These promotional listings can function as extremely effective stand-alone advertisements or run in tandem with your rich media Flash banners to further the total effectiveness of your sponsorship campaign.

Placement:

Text Sponsorship Listings can be placed on any Equipment Finance Advisor web page.

Guidelines & Recommendations for Promotional Text Listings

All standard text listings should adhere to these guidelines and recommendations and Equipment Finance Advisor is available at no cost to assist your organization in finalizing the copy for your text listing in order to optimize you deliverable and maximize the ROI for your campaign. Equipment Finance Advisor will review all campaigns prior to launch.

Line 1: Call to Action Line (headline) – Title or Organization's Name / Line of Business

The goal for the Call-to-Action line is for your audience to quickly see objective, descriptive keywords/phrases that are relevant to the end user's line of business. The copy should be written from the end-user's point of view. This line is not organizational branding (which can be placed in the 25-word description). The organization's name in the text advertisement should be consistent with the name that appears on your website (or page that is redirected when end user clicks on your advertisement)

Line 2: 25-Word Description

25-word description should include coverage of your products and services as well as describe what differentiates your offerings from your competitors. This short description may also quickly expand on key points of focus in the industry as well as tie into branding, geographic coverage, etc., if applicable. Your 25-word description should ideally have the following goals:

- Emphasize the unique benefits of your services or products.
- Clearly and accurately describe your organization's services and/or products.
- Provide educational information, and avoid the use of extravagant promotional claims.

Your 25-word description:

- Must be a maximum of 25 words

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- Must adhere to Equipment Finance Advisor's advertising guidelines for appropriateness and will be reviewed by Equipment Finance Advisor staff as such. Please also note the following items:

- Claims made in advertisements must be supported by reliable data.
- No other organization should be mentioned negatively or compared in negative manner.

Line 3: URL

We recommend keeping the URL as short as possible (please use a short redirection link, if needed) so that the URL will also assist with branding of your product or service. Consider the use of sub-domains such as "finance.domain.com" so that end-users can quickly take visual note of the domain and that URL continues to reinforce your brand over exposure time.

When an end user lands on the URL supplied, we recommend that your call to action be answered right from that page – it is best to avoid the end user needing to click yet again in order to access or request information. The most effective sponsorship integration will be simple for the end user and maximize the ROI for your organization.

Additional guidelines for your Text Sponsorship description copy:

Text can contain:

Comparative superlatives about your organization or staff, if this is clearly substantiated (i.e., source, date, and methods) on your website. Examples:

- "Voted best firm"
- "National recognition awards"
- "Originator of the XXXXX approach"
- "First company to reach..."

Factual statements, if they are clearly consistent with statements on your website. For example:

- "50 years providing _____ services"
- "Closed 1,300 deals in the last 5 years"

Superlative expressions, if there is no explicit comparison with other organizations

Examples:

- "Excellent success rates"
- "Premier funding source"
- "First-class customer service"

Text cannot contain:

- Comparisons between your organization and other organizations.
- Negative comments about other organizations.

Formatting can contain:

- Normal sentence capitalization.

Formatting cannot contain:

- Excessive capitalization. Example: "EXCELLENT DEAL RESULTS"
- Bolding and excessive exclamation points.

COMPANY LOGO ARTWORK

EQUIPMENT FINANCE ADVISOR INDUSTRY DIRECTORY FEATURED EMPLOYERS + EXECUTIVE SEARCH PARTNERS

Logo Artwork Guidelines

This “Logo Artwork Guidelines” provide details about how logos should be submitted, where materials should be sent and best practices for the most effective results possible for your branding.

Logo Artwork can be emailed to sales@equipmentfa.com (file no bigger than 5 MB) or supplied on CD, DVD, or flash drive.

1. Provide one digital file of your logo in color, on a white background. Vector Artwork is requested and recommended. If vector is not available, then the highest resolution TIF or JPG is should provide high enough resolution to support the final output (minimum resolution is 600x600 pixels, 72 dpi for JPG/TIF but vector formats are always preferred and recommended (please see additional details below).
2. All required registered trademarks and service marks must be included as embedded elements within your logo artwork.
3. Color must be applied directly to the digital art file.

Preferred artwork formats:

Vector-based artwork is always preferred and will provide the best quality possible. Raster-based formats such as JPG/JPEG and TIF/TIFF can be utilized if vector format not available.

- Encapsulated PostScript (.EPS) files
- Adobe Illustrator (.AI) files
- Four color process / Raster (JPG/JPEG or TIF/TIFF) files utilizing the maximum quality settings available

All artwork and text within the digital file must be converted to outlines or curves before sending.

THE ADVISOR DAILY eBLAST PREMIER BANNER AD SIZES & LOGO/TEXT CAMPAIGNS:

eBLAST PREMIER GRAPHICAL BANNER (1 Ad per every eBlast message):

Dimensions: 180 x 150

Maximum Size: 20K GIF / JPG (No Flash)

Accepted File Formats: GIF and JPEG

TEXT/LOGO ADS (4 Ads per every eBlast Message):

Copy (Your Company's Message) Guidelines:

Line 1 – Headline (Bold): Single line only, may not exceed 50 characters including spaces and punctuation. Final allowable character count maximum may need to be reduced based on submitted copy and use of upper case character count, etc.

Lines 2 – 4: Text Copy: Limited to three lines providing 50 characters per line (including spaces and punctuation). Total of 150 characters permitted in Text Copy.

Line 5 - URL (Live Hotlink): Active URL only permitted. URL cannot exceed 50 characters including punctuation. Please include both the URL that you wish to appear in this line as well as actual URL that will be used for the browser link. For example, you may wish to have your company's base URL exposed to our audience such as: www.yahoo.com – but the URL that actual is used when someone clicks on that link might be a trackable URL or one linking to a dedicated landing page.

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GENERAL ARTWORK INFORMATION

PMS COLORS

PMS = Pantone Matching System. Universally recognized color guide used for defining spot colors within a corporate brand logo. Company should supply PMS color with their logo.

CMYK

CMYK = Cyan, Magenta, Yellow & Black. 4 color process printing system used to print full color images and used for offset printing.

4-COLOR PROCESS

Offset printing using colors made up of percentages of CMYK dots. 4-color process printing can be used on mouse mats, pens, etc.

FONTS

The style of the characters or text.

EPS FILE

EPS = Encapsulated PostScript File. The preferred format for most logo print applications. EPS files are vector based files which can be color separated. All fonts must be converted to outlines or curves.

JPEG/JPG FILE

JPEG = Joint Photographic Expert Group. A raster based file, which is usually low resolution, and cannot be color separated. This format cannot be used for any print applications, other than embroidery and offset printing.

TIFF/TIF FILE

TIFF = Tagged Image File Format. A raster based file, which is usually low resolution and cannot be color separated, same as JPEG. Some black and white TIFF files can be used for one color printing or laser engraving if the file is high resolution (at least 300dpi).

VECTOR FILE

EPS, AI, CDR files, etc. A file created in Illustrator, Corel Draw or similar type design program. File can be color separated and manipulated as required.

Preferred format for most logo print applications.

RASTER FILE

JPEG or TIFF files. A halftone or photographic image imported into the computer via a scanner or digital camera, which is made up of pixels, and therefore usually low resolution.

PDF

PDF = Portable Document Format (PDF) is an open standard for document exchange. This file format was created by Adobe Systems in 1993. This is the ideal file format for documents, newsletters, and similar but these files generally cannot be used as artwork.

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Banner Ad EFFECTIVENESS: Recommendations

You only have a few seconds or so to catch the attention of your audience with your sponsorship banner. Everything about your banner ad creative should be designed to capture the viewers' attention easily and quickly without a "full read" required. Although not required, Equipment Finance Advisor recommends the following to increase the effectiveness of your banner ads:

1. **Use a small number of easy-to-read words:** You can make the text easier to read by providing: a) large letters, b) few words (maximum of about 10 words)
2. **Keep any animation to quick, attention-getting movements:** Get to your message quickly and deliver your call to action.
3. **Add the following types of words into your banner:**
 - **"Click here":** Add words such as "click here," to clearly let the user know that it's a clickable banner ad.
 - **Main Services:** Add a few words of text into the banner ad, which describes your services or hits the mark on your target audience -- that way users will be more inclined to click on the ad, since they will know ahead of time what to expect on the resulting landing page on your web site.
 - **Organization's name and logo:** One of the main goals of a banner ad is for branding your organization. You would want to "brand" your organizations name and main services into the end user's mind. This is a different function than clicking thru to your Web site. Consequently, you may wish to clearly add your organizations name and logo into the banner even if not a dominant visual element.
 - **Short, pithy action-oriented statements:** If you write a full sentence in your ad banner, then users will be forced to read the entire sentence in order to understand the meaning. This takes longer than desired by the nature of the way people view web pages. Instead, create short statements that will hopefully capture their attention (as you might see in print ads), for example "Superior Results" or "Excellent proven success rates."
 - **Attention grabber:** Feel free to pose an attention getting question in the banner ad, but try to keep it relatively objective. People often tend to respond to questions versus "answers," especially if they are interested in what the answer to the question posted might be, as seen on your resulting landing page from your banner.

Create good contrast between the words and the background color: This will make the words easier to read.

If You Need to Develop a New Banner Ad

If you need to develop a banner ad image, Equipment Finance Advisor's design department is able to assist you with a turnkey design solution. The following is a description of the core process:

1. Review other banner ad options to help determine the best fit for your firm's requirements. Equipment Finance Advisor will also take into consideration your target URL (web landing page) for your campaign for effective development of the final creative.
2. Email the following to Equipment Finance Advisor:
 - Your banner ad promotional text, using the above guidelines. Please include a mission statement, URL of where the banner will "land" when clicked and any other banner creative you are currently running online (and ideally running in print as well).
 - A suggested design scheme, which includes logo, colors, and fonts. Please provide either vector-based versions of your logo and artwork or high-resolution raster files.
3. Equipment Finance Advisor will work with you to discuss your target goals and preferences and design the final banner media for your organization.

The banner ad typically takes three to five business days to create, depending on whether you supply the copy and source artwork for the design or our graphic designers create those from scratch. This time includes: discussion of your promotional text and design scheme, creation of the banner ad, and updates based on your feedback. Equipment Finance Advisor will not apply any hourly rate or cost until a specific number of hours have been exhausted, and if surpassing the original budget estimate, then our charge is \$125/hour until your solution is completed.

Please note: If you utilize any stock photography or animation, your firm will need to have the proper licensing in place. Equipment Finance Advisor assumes no responsibility for the licensing of those assets supplied with your artwork and/or creative.