

# 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 large article titled 'ECS BACK FROM THE BRINK' with a sub-headline 'Renovating For Relevancy'. To the left of this article is a sidebar with a menu (Careers, Subscriptions, Archives, Advertising, Top 100, FAQ's, About Us, Contact Us, Partners) and a 'Datatel's ActiveCampus Portal' ad (Zone 6). To the right of the article is another 'Datatel's ActiveCampus Portal' ad (Zone 1) and a 'NISOD' ad (Zone 4). At the bottom, there is a footer with copyright information, contact details, and a 'Community College Week Partners' section.

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