Digital Throttle®
We Fuel Online Advertising

Sites have final approval on skin designs. Please supply artwork no less than two (2) weeks prior to launch date.

SIDE SKIN PROPERTIES [STATIC ONLY - NO ANIMATION]

	Dimensions	Max File Size GIF PNG / JPEG	Max File Size Flash
Skin	300 x 1050	80K	80K

STATIC GIF / PNG / JPEG

Additional Details	Creative messaging should stay within the safe area of 160 x 700 pixels. Secondary Images & artwork and copy may extend beyond the safe area Provide a separate left and right 300x1050. Skins will scale @ max 10% larger @ 70% smaller to fit within PC screen dimensions. * Third party accepted: please provide a 1 x1 and click tag. You may also supply "left" and "right" or one single set.

DESIGN CONSIDERATIONS

Safe & Bonus Areas
Our skins use the extra space on both sides of the page content to display full graphic skins. Skins are only displayed when a minimum monitor size of 1280 x 768 is detected. The actual screen resolution, minus the content is considered the "safe area" and where you should place your essential copy. The space seen on monitors larger than 1280 x 768 is the "bonus area" and should be used only for secondary imagery and text to enhance the look and feel of the primary safe area.

Image
Use the same image (a mirror-image is preferred) must be used on the left and right skins. Be sure to index any text to right or left edge.

Colors & Blending
Skins are NOT banners that need to stand out in a crowd. As such. use subtle colors and graphics. Note we will apply a matching background color beyond the Bonus Area"to blend your design into the site. Please use only one background color and fade/blend to the outer edges.

Side Skin

Side Skin
160 — SAFE AREA — 700
PAGE CONTENT
1050
BONUS AREA
950 (VARIES)
160 — SAFE AREA — 700
BONUS AREA

CLICK HERE for examples

300   300

Use identical or mirror-image (preferred) at top

Subtle colors and graphics will be approved over "loud" and distracting colors/graphics.

Place your advertiser logo and text lower and on the Safe Area. Most sites have logos and text at the top of the contents pages you can't distract from. use only on primary background color and fade to outer edges.

Only use one primary background **color and fade to outer edges**

We will apply a matching color to areas beyond the bonus area to ensure a smooth affect.

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BEYOND REASON OAKLEY