

Section A

Web Site Layout Requirements

Below is a list of requirements for all materials submitted to Adsrus, Inc., or Adsrus Internet.

- **All text for your web site must be submitted in standard text form in Microsoft Word format. (Notify us concerning other compatible formats)**

*You need to assume that most viewers of your web site will only have a small handful of fonts that came with their computer. If you use a non web-safe font, it may not display properly on all computers. If you have a special font, it will need to be a graphic.

- **All graphics must be stand-alone graphics. Graphics that are placed in a Word document cannot be used/**

*All graphics must be .jpeg, .jpg, or .gif format at a resolution of 72 dpi (dots per inch.) Any graphic larger than 72 dpi will be sized down to 72 dpi and you will be charged for this time (\$25.00 per hour.)

- **All graphics & text need to be sent on HD floppy disk or ZIP100 disk for PC's. These will be returned upon request. Mac users: please make sure the disk you save your format on is formatted for a PC.**

- **It is strongly recommended that all graphics be optimized for the Internet. Optimizing graphics will decrease the file size of your image and help it to load quicker on the web.**

*Adobe Image Ready is a program that will do this for you. We will optimize them at a rate of \$25.00 per hour.

- **We will not accept faxed or photocopies of images or logos.**

*We will type your text for you. There is a \$25.00 per hour charge. We will also scan & optimize your photos for the web. There is a \$25.00 per hour charge.

