Requirements to Internet banners and logos to be placed at the Crocus Expo IEC official web site

General requirements to advertising banners:

- Formats: GIF, JPEG, PNG, SWF.
- Banner file size depending on the size in pixels:
  - 234x60 pixels – up to 20 KB
  - 234x350 – up to 55 KB
- Alternative text in margin "alt" for GIF, JPEG, PNG banners should not exceed 100 characters.
- Banner should have sharp visual borders (frame differing from background colour).
- Banner size should meet the size of the placement advertising area.

Requirements to Flash banners:

- Only Flash not exceeding the 6th version is accepted.
- When clicking ad materials in Flash format the advertised site should open in a new browser window.
- The link in Flash banner should be assigned via getURL ("http://direct_link_to_your_site/", "_blank").
- Reference banner code in *.fla format.

Requirements to logo:

- Logo size should not exceed 100 pix in height.
- Formats: PNG, GIF (with no animation), JPG (white background).