

Requirements to Internet banners and logos to be placed at Crocus Expo official website

Requirements to advertising banners:

1. Formats: GIF, JPEG, PNG.
2. Banner file size depending on the size in pixels:

Banner size (width x height)	File size
1140x90	up to 60 KB
234x350	up to 60 KB

3. Alternative text in margin "alt" should not exceed 100 characters.
4. Banner should have sharp visual borders (frame differing from background color).
5. Banner background should not be transparent.
6. Banner size should be exactly equal to the size of the placement area.

Requirements to logos:

1. Logo size in pixels: 110x80 (width x height).
2. Formats: JPEG, PNG, PDF, PSD, EPS, AI.
Images in Corel Draw (CDR) and GIF are not acceptable!
3. Logo background should be white or transparent.