carbonhouse

KEY	LAYOUT	IMAGE SIZE	NOTES
PROMOTION WIDGETS			
Image, title, link, and description. Commonly used for promotions, e.g. email signup.			
A	Square	380px by 350px	Text overlays image
B	Wide	1180px by 250px	Text overlays image
C	Carousel	380px by 150px	No text
HTML WIDGET			
Any HTML code. Commonly used for 300x250 and 728x90 ad serves.			
D	Square	380px by 350px	HTML or third party code
E	Wide	100% by any height	HTML or third party code, must be responsive for mobile.
SPOTLIGHT WIDGET			
No text included, just image and link. Commonly used for Sponsor logos.			
F	Square	300px by 350px	No text
G	Wide	Can be any size	No text

FRONT END REFERENCE

Examples of how each one of these layouts will display when implemented on the front end of the website.

A

D

F

IMAGE / TEXT
PROMO AREA
380 x 350px

Ad Serve Area
300 x 250px

SPONSOR
LOGO

B

IMAGE / TEXT
PROMO AREA
1180 x 250px

C

IMAGE ONLY
PROMO AREA
380 x 150px

IMAGE ONLY
PROMO AREA
380 x 150px

IMAGE ONLY
PROMO AREA
380 x 150px

Ad Serve Area
728 x 90px

E

G

SPONSOR
LOGO

SPONSOR
LOGO

SPONSOR
LOGO

SPONSOR
LOGO

SPONSOR
LOGO