

LEONARD'S GUIDE

MECHANICAL SPECIFICATIONS



Weblink Logos

60 x 40 pixels
GIF format
72 dpi resolution
2kb maximum



Single Banner Ads

225 x 60 pixels
GIF format
72 dpi resolution
8kb maximum



Double Banner Ads

456 x 60 pixels
GIF format
72 dpi resolution
16kb maximum

**Animated banners (where allowed) must cycle
in 10 seconds, and are subject to a 30kb maximum**

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