



**BALTIMORERAVENS.COM**  
STYLE GUIDE & SPONSORSHIP GUIDELINES





Artwork must meet Ravens style guides and will be discussed on a case-by-case basis. Artwork must be supplied via email or on disc and must be approved by the Ravens.

#### ARTWORK DUE ONE MONTH PRIOR TO START OF AD RUN.

### RUN-OF-SITE >> 234 X 60

Ads appear in the upper right area of the title bar and right rail of most content pages, as well as in the ribbon navigation throughout the site. These ads **should not include background elements or borders** and should have a transparent background\* in order to fluidly integrate into the existing site design. All files should be matted to #E1E1E1. All ads in this area are static (**no animation**) and usually consist of a logo drop and tag line. Please **do not use a Ravens logo** in the artwork.

#### OVERVIEW >>

**Ad Size:** 234x60 pixels

**Acceptable File Formats:** .GIF, .PNG

**Maximum File Size Allowed:** 20KB

**URL:** Please supply the URL to which the ad should link

**Animation:** Not Permitted

**Notes:** Background must be transparent\*; matte to #E1E1E1 when saving

*\*A transparent background is not required for those 234x60 ads that are part of titleship or page/section presenting or participating sponsorship packages.*

The examples on the adjacent page showcase ads that are correct and incorrect. Examples A and C are acceptable. Examples B and D are not compliant with the 234x60 ad guidelines. These ads are incorrect because they utilize solid or graphical backgrounds and/or defined borders around the ad.

### RUN-OF-SITE >> 234 X 60



## RUN-OF-SITE >> 250 X 250

Ads appear in the right rail of most content pages throughout the site.

**Animation is permitted** within these ad zones provided the GIF or SWF file size remains under 30KB. If sending a SWF file, please embed your desired link URL into the SWF. A **backup static** JPG, GIF or PNG version of the same dimensions to appear in the event a user does not have the Flash plugin installed on his/her computer must also be sent. Please **do not use a Ravens logo** in the artwork.

**Notes:** It is recommended that sponsors provide three unique pieces of artwork in order to keep the advertisements and messaging fresh. The sponsor can designate time periods for which they'd like the different ads to run or multiple creatives (up to 3) can run in a simultaneous rotation. Also, having a distinct "call to action" that entices visitors to click often helps improve ad click performance.

### OVERVIEW >>

**Ad Size:** 250x250 pixels

**Acceptable File Formats:** .GIF, .PNG, .JPG, .SWF\*

**Maximum File Size Allowed:** 30KB

**URL:** Please supply the URL to which the ad should link\*\*

**Animation:** Permitted

*\*A backup JPG, GIF or PNG version is required for submitted SWF ads.*

*\*\*For Flash ads, URL link must be **embedded** into SWF file.*

The artwork on the adjacent page showcases two examples of acceptable 250x250 ads.

## RUN-OF-SITE >> 250 X 250





## HOME PAGE >> 300 X 250

Ads appear in the middle right rail of the home page. All ads in this area are static (**no animation**). Please **do not use a Ravens logo** in the artwork.

**Notes:** It is recommended that sponsors provide three unique pieces of artwork in order to keep the advertisements and messaging fresh. The sponsor can designate time periods for which they'd like the different ads to run or multiple creatives (up to 3) can run in a simultaneous rotation. Also, having a distinct "call to action" that entices visitors to click often helps improve ad click performance.

### OVERVIEW >>

**Ad Size:** 300x250 pixels

**Acceptable File Formats:** .GIF, .PNG, .JPG

**Maximum File Size Allowed:** 40KB

**URL:** Please supply the URL to which the ad should link

**Animation:** Not Permitted

The artwork below showcases an examples of an acceptable 300x250 ad.



## RUN-OF-SITE >> 468 X 60

Ads appear within content on the News landing page, news article and blog pages, Message Board forums and on the Photo landing page.

**Animation is permitted** within these ad zones provided the GIF or SWF file size remains under 30KB. If sending a SWF file, please embed your desired link URL into the SWF. A **backup static** JPG, GIF or PNG version of the same dimensions to appear in the event a user does not have the Flash plugin installed on his/her computer must also be sent. Please **do not use a Ravens logo** in the artwork.

**Notes:** It is recommended that sponsors provide three unique pieces of artwork in order to keep the advertisements and messaging fresh. The sponsor can designate time periods for which they'd like the different ads to run or multiple creatives (up to 3) can run in a simultaneous rotation. Also, having a distinct "call to action" that entices visitors to click often helps improve ad click performance.

### OVERVIEW >>

**Ad Size:** 468x60 pixels

**Acceptable File Formats:** .GIF, .PNG, .JPG, .SWF\*

**Maximum File Size Allowed:** 30KB

**URL:** Please supply the URL to which the ad should link\*\*

**Animation:** Permitted

*\*A backup JPG, GIF or PNG version is required for submitted SWF ads.*

*\*\*For Flash ads, URL link must be **embedded** into SWF file.*

The artwork below showcases two examples of acceptable 468x60 ads.



## INTEGRATED >> 88 X 31

Ads appear within the header Search box, home page Schedule/Events module, home page News/Blogs/Forums module, My Ravens Ticket Account footer login, right rail Media Player and right rail Poll module. These ads **should not include background elements or borders** and should have a transparent background in order to fluidly integrate into the existing site design. All ads in this area are static (**no animation**) and usually consist of a logo drop.

### OVERVIEW >>

**Ad Size:** 88x31 pixels

**Acceptable File Formats:** .GIF, .PNG

**Maximum File Size Allowed:** 10KB

**URL:** Please supply the URL to which the ad should link

**Animation:** Not Permitted

**Notes:** Background must be transparent

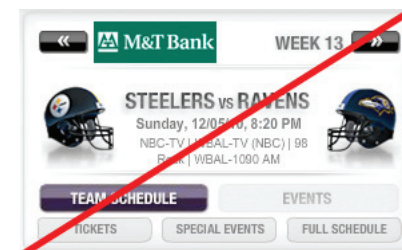
The examples on the adjacent page showcase ads that are correct and incorrect. Examples A and C are acceptable. Examples B and D are not compliant with the integrated ad guidelines. These ads are incorrect because they utilize solid or graphical backgrounds and/or defined borders around the ad.

## INTEGRATED >> 88 X 31

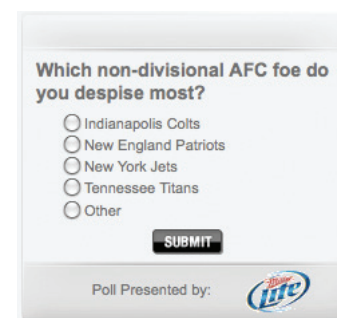
A.



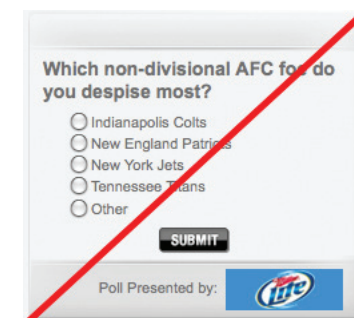
B.



C.



D.



## VIDEO PRE-ROLL >> 4:3 aspect ratio

Video pre-roll appears at the beginning of videos in the home page Featured Video player, the Video landing page and in the right rail Media Player that appears on almost all secondary pages of the site. The video must be **15 seconds or less** and may arrive in one of the following formats: **BetaSP** (if the pre-roll was previously created for TV) OR **Digital File (.FLV, .MOV, .WMA, or .AVI)**. These files may have up to 30 frames per second and should be in a **4:3 proportion**. The site's default media player is **460x345 pixels**. The minimum pre-roll video resolution accepted is **320x240 pixels**.

### PRE-ROLL DUE ONE MONTH PRIOR TO START OF RUN.

#### OVERVIEW >>

**Pre-Roll Size:** 4:3 aspect ratio

**Length:** 15 seconds or less

**Resolution:** 320x240 (min.) / 480x360 (standard) / 960x720 (max.)

**Sound:** Please keep levels between -20 and -14 DB

**Acceptable File Formats:** .FLV, .MOV, .WMV, .AVI, .MPG, .MP4, BetaSP (if pre-roll was a previously made spot for TV)

**Maximum Frame Rate Allowed:** 30 frames per second

*Note:* If you need assistance repurposing an existing TV spot to pre-roll, you can contact Jeff Atkinson at Freedom Digital Media at [jeff@freedomdigital.net](mailto:jeff@freedomdigital.net) or 410-804-0937.

The artwork on the adjacent page showcases an example of a 460x345 pre-roll.

*Note:* This ad is shown at 50% scale.

## VIDEO PRE-ROLL >> 4:3 aspect ratio

