



Site Skin Ad Specs & Sec Sponsorship Instructions

1280 Safe Background (green area):

- This should be the size of the background ad image (.jpg, .png, or .gif) you are providing to us. (Choose carefully based on image type for best compression result.) **This file may not be over 200KB.**
- It is 1280px wide. The green area of the psd shows where your ad will line up in relation to our content and ad areas, which will sit on **top** of your background ad (described further in layers mentioned below)
- "This area is whatever fits in the margins of the user's display, which varies depending on screen size. (The most common screen size is 1280px wide for Gamasutra users. Therefore that is a safe target, and gives you about 150px on each side, more on larger displays
- This image should "end" in a solid color which can fill the rest of the page as the user scrolls down. Note that you can use a solid color that fits with your ad.
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- **728x90 and 160x600 Ad positions** (pink areas)
- These ad units are not displayed when the skin is present.

Deliverable Creative Options

- You may provide one .jpg or .gif background image (1280px)

Gamasutra Logos

- PLEASE DO NOT include in your flattened background ad skin provided to us.
- This is informational and contains logos for you to put against your background skins for testing.

Existing Site Content

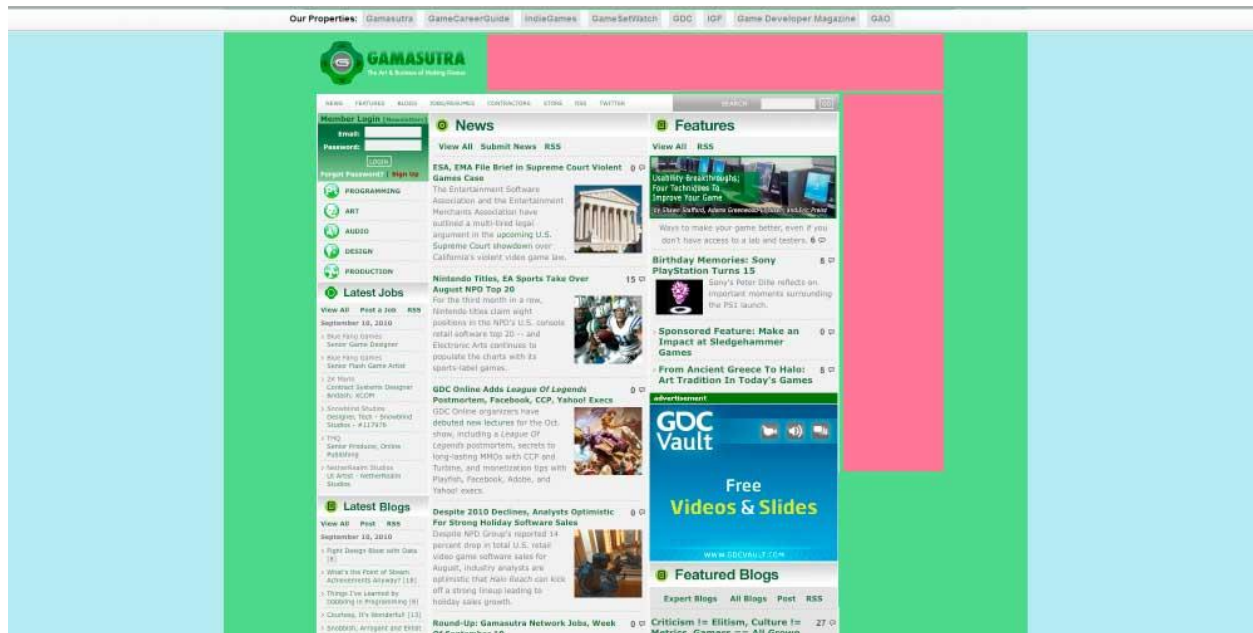
- PLEASE DO NOT include in your flattened background ad skin provided to us.
- This is an information layer which you can flip on and off, to see what will be covered by our site content once your ad is placed.

Outside 1280px Background (blue area)

- This is an informational layer to show where your ad will show if it is outside the 1280px size. You may provide background images which are larger than the 1280px size, BUT note they still must fit the file size specifications.



Photoshop PSD template



PSD Template Link:

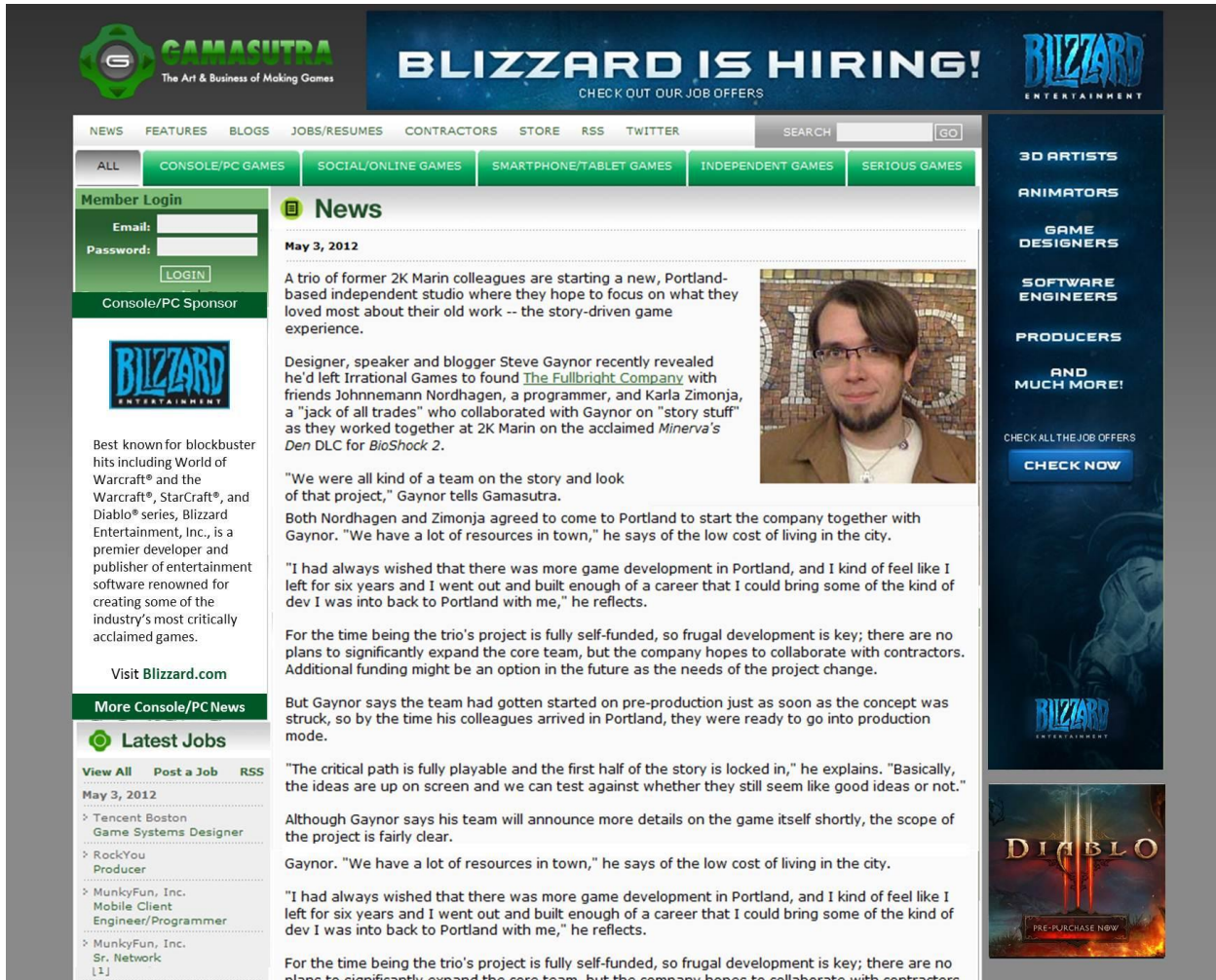
http://adtech.us.ubm.com/images/gamasutra/spec/GamasutraSiteSkinTemplate_r2.psd

Section Sponsorship Screen Shots (Skins & Dynamic Roadblock)

Site Skin on Section Landing Page – Described Above/Shown Below



Dynamic Roadblock on Article Pages – Shown Below



The screenshot shows the Gamasutra website layout. At the top, there's a navigation bar with links for NEWS, FEATURES, BLOGS, JOBS/RESUMES, CONTRACTORS, STORE, RSS, and TWITTER. A search bar is also present. Below the navigation, there are tabs for different game categories: ALL, CONSOLE/PC GAMES, SOCIAL/ONLINE GAMES, SMARTPHONE/TABLET GAMES, INDEPENDENT GAMES, and SERIOUS GAMES. On the left, there's a 'Member Login' section with fields for Email and Password, and a 'Console/PC Sponsor' section featuring a Blizzard Entertainment advertisement. The main content area is titled 'News' and shows an article dated 'May 3, 2012' about Steve Gaynor and his new studio, The Fullbright Company. The article includes a photo of Gaynor and several paragraphs of text. On the right, there's a vertical sidebar with job categories: 3D ARTISTS, ANIMATORS, GAME DESIGNERS, SOFTWARE ENGINEERS, PRODUCERS, and AND MUCH MORE!. At the bottom of the sidebar, there's a 'CHECK ALL THE JOB OFFERS' button and a 'CHECK NOW' button. The bottom of the page shows a 'DIABLO' advertisement with a 'PRE-PURCHASE NOW' button.

Ad placements which will apply towards this dynamic roadblock are:

- Leaderboard (728x90)
- Skyscraper (160x600)
- Tile (160x160)
- Company Call-out Box
 - Designed by Gamasutra w/ Eps logo and 100 word company description provided by company