



InsureKidsNow.gov

GUIDELINES FOR CUSTOMIZING WEB BANNERS

The Web banners in this toolkit are designed to allow you to drop in your organization's logo and contact information (if not already part of your logo) and upload to your organization's or your partners' Web sites. To customize the Web banners provided in this toolkit, use one of the following computer programs: Photoshop, Adobe Acrobat, Adobe Illustrator, Paint Advance or InDesign.

General Web Graphic Guidelines

- **Standard resolution should be 72 dots per inch (dpi).** In order to maximize your image quality and reduce the time it takes to upload, images should be sized to the appropriate dimensions and reduced to a resolution of 72 dpi before upload. You can determine the resolution of your image by checking 'Image Size' in Photoshop or 'Attributes' in Paint Advance.
- **Color mode should always be RGB.** We recommend your organization keep customization simple by sticking to Web safe colors and fonts and keeping special effects to a minimum.
- **Web graphics should always be saved as JPG or GIF files.** JPGs produce better image quality with a smaller file size for photographs, while GIFs work better for text or line art. If your image is a combination of text and photos (such as your organization's logo for a banner ad), it's best to save it as a JPG.
- **Optimum file size should stay below 30K.** When saving your image for the Web, you want to make the file size as small as possible without sacrificing image quality. You want to aim for 30K or less for all your images because the smaller the image, the faster the page will load.

Your organization's Webmaster will be able to add your logo to the Web banners. If you need customization assistance, please contact Ketchum at ChildrensHealthInsuranceResource@ketchum.com.

In order for us to customize the Web banner, you will be asked to supply your organization's logo in Illustrator or EPS files, or hi-res (300 dpi) JPG or TIFF files. Your logo will be inserted on the Web banner, and the material will be returned to you as a JPG.