

# Marquee Sponsorship

## Summary

- Size:** Logo 88x31px
- Location:** Above the banner, in the main well
- Available:** Blogs and Content Centers
- Format:** EPS, JPG or PNG
- Load Size:** Maximum file size 50kB

## Guidelines & Additional Requirements

### Client Information

- A tagline may also be included next to the Microbar logo
- Content Centers focus on a single topic, advertisers sponsor these topics
- New content centers will not be created for advertisers, sponsorships must choose from our existing options

### Site Support & Requirements

- Advertiser gets exclusive ownership of the position; different advertisers or creative may not be rotated in
- Ad will be served locally

### Page Position & Parameters

- Sponsorships appear on landing pages and related articles that display a marquee

### Creative Guidelines

- Tagline must be a maximum of 30 characters
- Unit will be built in-house
- Creative is provided by the advertiser and must be provided 5 business days prior to launch

