



Ad specifications and guidelines for web advertising on pratraining.com



PROFESSIONAL REAL ESTATE ASSISTANT

Training • Support • Community

Advertisement Specifications

Creative Standard Specifications:

In order for your ad to be posted on the pratraining.com website you must comply with the advertising web guidelines as followed.

- Banners must be the exact size of the ad space for which you are contracting.
- Colours should be RGB and 'saved for web'.
- No inappropriate, suggestive or otherwise offensive images or text.
- Text messages need to be short and legible.
- Banner should entice user to click for more information.
- Flash and video are not allowed as they generally take too long to load.

Where to Send Materials:

Send your materials attention to "PRA Web Advertising"

E-mail materials to: info@pratraining.com

Contact Information:

Please include the name, phone number and e-mail of a contact in case we have any questions regarding your ad.

Questions or Comments:

If you have any questions please contact us.

Phone: (604) 601-2002

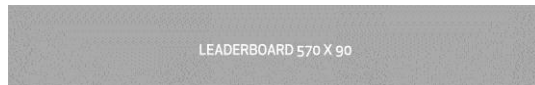
E-mail address: info@pratraining.com

Guideline Size & Specs:

Leaderboard Banner

Ads will appear on front of Community page. (\$150/month)

- Artwork dimensions: Width = 570 pixels ; Height = 90 pixels
- File size: 40K maximum
- File format: PNG or JPG
- Resolution: 72 dpi minimum resolution
- Linking: Include complete URL for linking (limited one URL per Ad)



Size at 50%

Small Rectangle

Ads will occupy a right column on the right side of Community page. (\$100/month)

- Artwork dimensions: Width = 255 pixels ; Height = 130 pixels
- File size: 40K maximum
- File format: PNG or JPG
- Resolution: 72 dpi minimum resolution
- Linking: Include complete URL for linking (limited one URL per Ad)



Size at 50%

Guideline Size & Specs:

Large Rectangle

Ads will occupy a right column on the right side of Community page. (\$125/month)

- Artwork dimensions: Width = 255 pixels ; Height = 255 pixels
- File size: 40K maximum
- File format: PNG or JPG
- Resolution: 72 dpi minimum resolution
- Linking: Include complete URL for linking (limited one URL per Ad)



Size at 50%

Wide Skyscraper

Ads will occupy a right column on the right side of Community page. (\$150/month)

- Artwork dimensions: Width = 255 pixels ; Height = 500 pixels
- File size: 50K maximum
- File format: PNG or JPG
- Resolution: 72 dpi minimum resolution
- Linking: Include complete URL for linking (limited one URL per Ad)



Size at 50%

PRA™

PROFESSIONAL REAL ESTATE ASSISTANT

Training • Support • Community

Example of Advertisement

Community

LEADERBOARD 570 X 90

Community Posts

PRA Training Inc. On The Go!
January 6th, 2011
Only six days into 2011 and we're very excited to say we're in for a very busy year!
Here's a snapshot of the next five months.
January
Our first Foundations Training class kicks off next week in Vancouver. We're really looking forward to getting back into training!
At the end of this month, we will be participating in the Banff Western Connection Trade Show in Alberta. If you happen to ...
[Read More >](#)

PRA Contests and Specials!

Free Cirque du Soleil Tickets
It just so happens that we have a few free Cirque du Soleil – Quidam Opening Night tickets in Vancouver on March 9th. Send us a picture of your dreamhouse and you'll be entered to win a pair of tickets.
[Enter to Win >](#)

Health
Latest Health News, Fitness Trends and Nutrition Advice
Recipe: Spicy sautéed kale
Tue, 8 Feb 2011 16:41 -0500
With its unmistakable dark green curly leaves, kale is as attractive as it is nutritious. Gram for gram, kale outshines vegetables ...
[Read More >](#)

Entertainment
Television, Theatre, Music and Arts Coverage
Justin Bieber's Never Say Never 3D debuts tonight (with live feed from premiere)
Tue, 8 Feb 2011 16:41 -0500
Watch the movie launch's purple carpet event, starting at 4 p.m. Pacific Time. ...
[Read More >](#)

Community Events
Featured Events in British Columbia
PuSh International Performing Arts Festival
January 18, 2011 7:00 PM
In and around Vancouver Tuesday, January 18, 7pm – Sunday, February 6, 2011, 11pm.
Vancouver's mid-winter festival of ...
[Read More >](#)

Style
What's New in Fashion and Shopping
Fashion photos of the week
February 6, 2011 4:31 AM
Images from the runways of Copenhagen, Spain, Colombo and more ...
[Read More >](#)

Community

- > Community Posts
- > Profile of the Month
- > Events Calendar

Community Archives

- February 2011
- January 2011
- 2010

Profile of the Month
Caterina Guzzo
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor et.
[View Profile Now](#)

Additional Information

- Chat With Us Now
- Career Center
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Socialize

- Facebook
- Twitter
- LinkedIn
- Share

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Why PRA Foundations Training Virtual Packages Hire A PRA Licensing Opportunities Profile of the Month

FAQ Foundations 1-Day Modules Store Advanced Training Events Calendar

Testimonials Professional Development Workshops & Seminars Online PRA Promos Advertising

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