



Creating Web Ads

If you would like to create and submit your own web ads for GCTelegram.com, SWKPrepZone.com, SWKTalk.com, SWKPets.com or any other online entity owned by the Garden City Telegram we ask you to follow the submission guidelines below.

Be sure you know what size ads you've contracted for. If you are unsure, please call your Ad Rep at 620-276-6862.

Our Standard Ad Sizes (Width x Height in Pixels)

125x125, 120x240, 160x600, 260x90, 250x250, 300x250, 468x60, 728x90

Peel ads requires 2 images and only display the top right half: 75x75 and 500x500

Acceptable File Formats

The best choice is JPG files as they compress well and support millions of colors. Perfect to use when you include photos in your ad.

JPG files need to be RGB (not CMYK) color mode, using the sRGB color profile. Flatten all layers and save at 50-70% quality settings. In Photoshop simply use the 'Save to Web' feature and 'JPG High' preset and this is all done for you.

Do not save at higher than 70% Quality as this creates a larger file and will slow the loading of the webpage.

Static or animated GIF files can also be used, but GIF only supports 256 colors. And one of our ad spots supports Quicktime video.

We will not accept PDF, TIFF, EPS, AI or PNG files. (PNG transparency is not fully supported in all browsers)

Start with the correct size

When creating your web ad it's best to start with the correct size first. If you are reworking a print ad, create a new document for the web ad using the appropriate pixel dimensions and copy and paste elements into it, resizing them as needed.

Remember that web advertising is different than print. DPI doesn't matter, only the pixel dimensions matter. Web browsers know nothing of DPI or PPI.

Be mindful of the Ad size

A 125x125 pixel ad won't fit 5 lines of text in a script font. You have about 15 seconds to catch the visitor's eye and have them read and click your ad. Keep it simple, use bright colors, have a call to action.

Sometimes, simply having your company name, tagline, and call to action ("Click Here to find out more", "On Sale Now", "Sale Ends Soon") is enough.