![Business.GOV - THE OFFICIAL BUSINESS LINK TO THE U.S. GOVERNMENT](logo)

Business.gov Banner Ad Guidelines

Banner Ad Description: The purpose of banner ads on the Business.gov home page is to provide partner agencies the opportunity to advertise business compliance resources and upcoming events (seminars, workshops, tradeshows, etc.) that are of particular interest to the business community. When an agency banner ad appears on the www.business.gov home page and a user clicks on it, the user will be automatically taken to a relevant agency Web page that provides details about the advertised resource or event.

Banner Ad Submission Process: To promote future events and other important resources on www.business.gov, partner agencies should send the items listed below to bgpmo@sba.gov using the subject heading "Banner ad". Please contact Adjoa Oriyomi with questions: adjoa.oriyomi@sba.gov, 202-205-6939.

1. **Banner ad artwork** - complying with the file specifications below

2. **Completed Excel file** - including agency, contact information, name of artwork file, associated Web page URL, etc. (see accompanying Excel file)

Banner Ad Image File Specifications:

1. **File format:** Submit only gif, jpg, or png files for inclusion in the mini-portal image rotation.

2. **Image size:** Correct image size is 350 pixels wide x 150 pixels high. Any variance will distort image size or height.

3. **Color palette:** Use muted tones in colors and photos, avoid images and backgrounds containing strong primary colors. Do not use the Portal site template blue or orange (Dark Blue-Cyan #186A85 or Medium Drab Orange #DC661D).

4. **Margins and special allowances:** Allow a 10 pixel margin when placing text at the top, left and right, and a 20 pixel margin at bottom to avoid interference with navigation tool.

5. **Type faces:** Use standard sans serif type faces, (Arial, etc) no smaller than 12 points, no larger than 24, no more than two type sizes and no more than two type face styles per image.

Sample Banner Ads: