

KUT.org expanding pencil banner template

Standard non-expanding pencil banner is 970 x 50 pixels. For expanding banners, the right most 120 pixels should be reserved for an OPEN BUTTON which can be labelled LEARN MORE, OPEN, EXPAND, VIDEO or DETAILS. The expanded panel is 970 x 300. An 80 x 45 pixel area in the upper right corner should be reserved for a CLOSE BUTTON. Clicking anywhere else on the expanded panel will click through to the sponsor website so an additional action button (e.g. LEARN MORE, TICKETS, DIRECTIONS, LOCATIONS, etc.) can be placed anywhere outside of the area reserved for the close button or, if included, the optional video window. Clicking within the video window will cause the video to play/pause.

Animations can loop no more than three times before becoming static and should be set at a tasteful speed. (No flashing or quick cycling animations.) Messaging should be consistent with KUT's on-air guidelines so no price or discount information, no overtly comparative or promotional language, and no calls to action.

Closed



Expanded

