



ADVERTISING IMAGE STANDARDS AND GUIDELINES

ABOUT RAVELRY ADVERTISING

Ravelry ads promote products within the realm of the fiber world. We review every ad that is submitted to ensure that each ad adheres to our goals for ad placements on Ravelry. Our self-service advertising system was designed to be different and is constantly improving. While some of the ad placements (for example, the featured pattern and yarn spots) have rules that apply only to those spots, there are some basic rules that apply to all Ravelry ads:

- ads must be submitted in PNG or JPG format (JPG preferred)
- ads may not contain animation
- ads may not contain transparency
- no borders - a 1 pixel border will be added for you
- content must occupy the entire space of the ad placement you've chosen
- fonts must be easy to read (crisp and smooth edges, attractive colors, and a legible size)
- ads should be in keeping with the clean look of the Ravelry website

Ravelry's advertising guidelines were created with the goal of helping our advertisers create effective ads that will interest our members - your customers. We reserve the right to refuse advertisements for any reason.

Our goal is for all Ravelry advertisements to fit in with our Ravelry Advertising philosophy:

HELPFUL

Advertising should add to the positive experience that our users enjoy on Ravelry. All ads are fiber-related.



USEFUL

Ads should help our users find the products they already love and discover new things they will be glad they found.

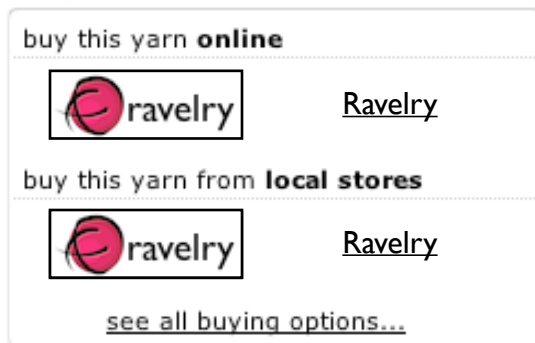
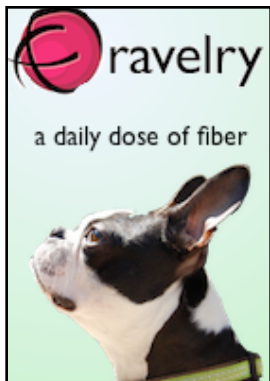


BEAUTIFUL

Ads should add to Ravelry's content, without taking away from the site's aesthetic.



RAVELRY AD SPOTS: SPECIFIC GUIDELINES

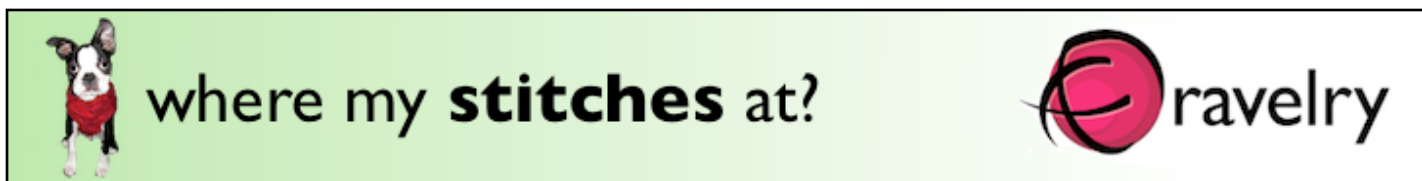


NOTEBOOK

Size: 140 pixels wide x 200 pixels high
30K file size limit
275 spots available
Advertisers may buy no more than 3 placements/month

ONLINE AND LYS LOGO

Size: 88 pixels wide x 31 pixels high
15K file size limit
Must contain only the store's name or logo



BANNER ADS: FORUMS AND GROUP SPONSORSHIP

Size: 728 pixels wide x 90 pixels high
50K file size limit
Forums banners have 125 spots available; advertisers may buy no more than 2 placements/month
Group sponsorship banners are unlimited
We do not allow ads in competitors' groups

FEATURED PATTERN, FEATURED YARN

Size: 225 pixels wide x 175 pixels high
40K file size limit
10 spots available for featured knitting pattern
3 spots available for featured crochet pattern
7 spots available for featured yarn
Only one image may be submitted for the featured pattern and yarn spots

This is a very prominent ad placement and we are extra picky with the images and content of these spots.

Featured Pattern and Yarn Ads:

- may only be advertised in this exclusive spot once
- must display the name of the pattern or yarn in the ad; along with the designer's name or yarn brand, this is the only text allowed in the Featured spots



- must feature a single, specific pattern or yarn, not a book, designer, yarnie, brand, or store
- must link to the pattern or yarn's page on Ravelry - not an outside website or designer, yarnie, or alternate Ravelry page