



## Duke's Lacrosse Web Site Work Instruction – Web site Ads

### *Instructions*

Select Campaign type  
Art work in jpg format

- High resolution files when possible.

**Campaign type**  
**Premium**

#### **Ad Location**

Home

Coach

News

High School

Schedule

Family

Pros

Alumni

Links

**General**

Sponsor links

**Additional Service**

Create my ad using  
artwork available on my  
web site.

#### **Investment**

\$350

\$350

\$350

\$500

\$500

\$350

\$350

\$350

\$350

\$350

\$150

- All efforts will be made to create a professional image. Results may be proportional to the quality of available art.

**Checks are made payable to “Duke's  
Lacrosse”**

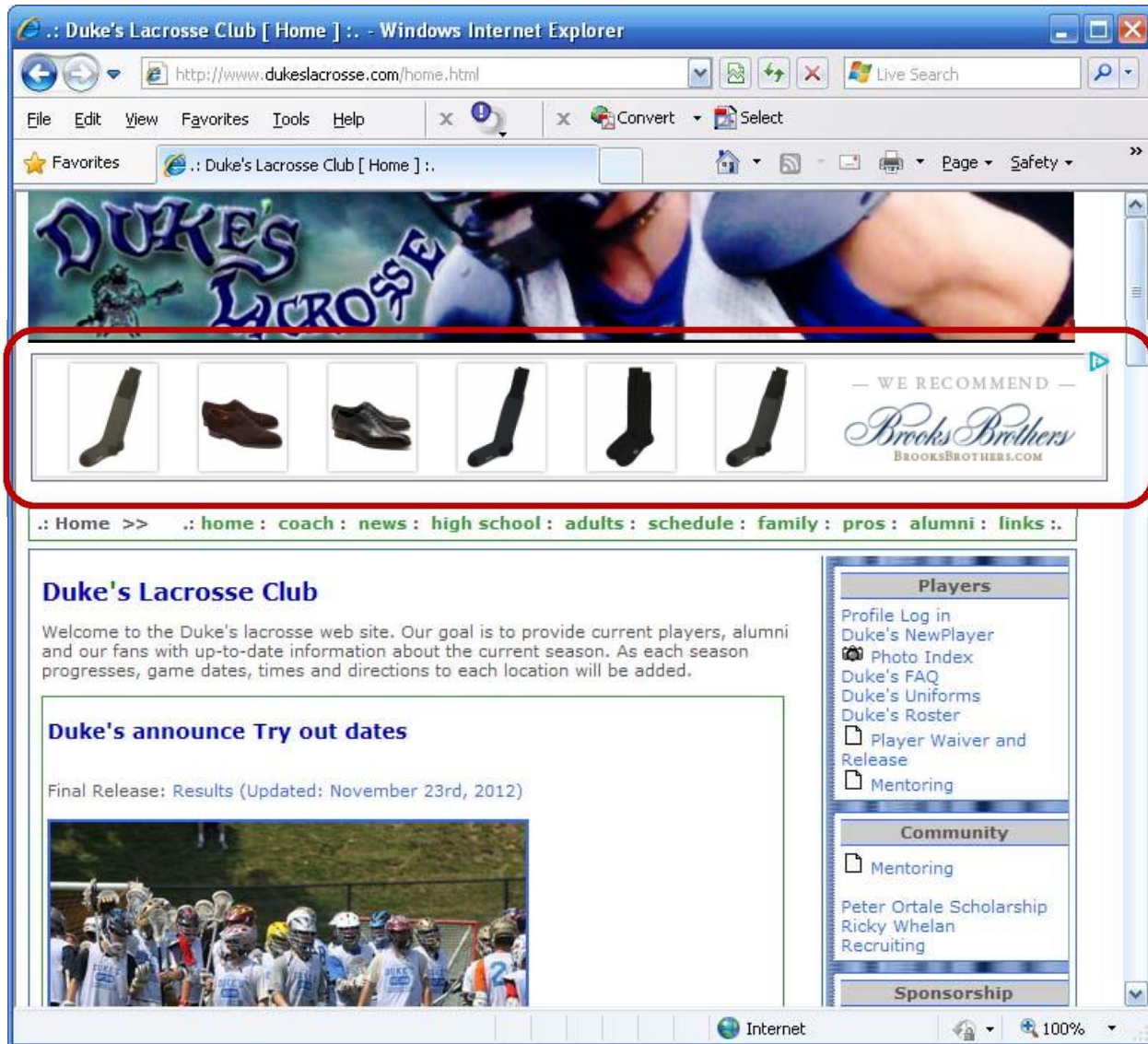
Ebe Helm  
38 Ridley Avenue  
Aldan, Pa 19018  
610-259-0831

**Submit art work and web site link**

Admin@thedukeslacrosse.com

# Premium

Advertising campaigns appear across the top of selected pages of the web site. Premium pages are subject to availability.



**Ad size:** 704 x 90 pixels

- Consideration can be made for cases that require a height greater than 90 pixels

**Ad placement:** Top of a specific page on the web site

**Duration:** One calendar year from the date Ad goes live.

## General

Advertising campaigns appear in Sponsor Links section located on the left hand side of every page on the web site.

The screenshot shows a website for 'The Duke's Lacrosse Club'. The header features the title 'The Duke's Lacrosse Club' in a green, serif font. Below the header, there are several sections: 'Our Sponsors' with a logo for 'BUCKEYE TAVERN ON BROOKSIDE'; 'High School All-Stars Mission Statement' with a green heading and text; 'Philosophy' with a green heading and text; and 'Mission' with a green heading and text. The background of the website is dark, and there are images of lacrosse players in gear on the left and right sides.

**Ad size:** 200 x 200 pixels

- Consideration can be made for cases that require a height greater than 200 pixels.

**Ad placement:** Displays on right side of sites pages.

**Exception:** Player profile page.

**Duration:** One calendar year from the date Ad goes live.

## Frequently Asked Questions

1. How do we submit our ad?
  - a. Send your donation to  
Ebe Helm  
38 Ridley Avenue  
Aldan, Pa 19018  
610-259-0831 Checks payable to:  
**Duke's Lacrosse**
  - b. Send your artwork and web site url to:  
Admin@thedukeslacrosse.com
  
2. Is .jpg the only image format we can submit?
  - a. No. nearly any image format can be accepted. We will convert your format to .jpg for web presentation.
  - b. Contact me with the format you have to confirm next steps:
  
3. I do not have artwork ready for the ad placement sizes. What are my options:
  - a. Provide the art you have as .jpg. We will follow up with suggestions to modify the size for placement.
  - b. Provide a link to your web site. We will follow up with suggestions to reuse exiting graphic pieces for an ad.