

Advertising on the *Biblio* Website

Please write to web@biblio-india.org or biblio@sify.com for further details and to book your advertisement.

The following are the advertising specifications for the *Biblio* website:

Page name	Home page <i>(Our most visited page as per our logs recorded in the recent months)</i>	Archives page <i>(Our second most visited page as per our logs)</i>
Location on the page	Left Column only	Top banner
File size	Not greater than 15-20Kb	Not greater than 15-20Kb
Formats accepted	HTM/ HTML (within iframe), jpeg/jpg, gif (animated), SWF	HTM/ HTML (within iframe), jpeg/jpg, gif (animated), SWF
Dimension (in pixels)	160 x 100	468 x 60
Cost (per month)	Rs. 8000, USD 180	Rs. 7000, USD 160
Uptime duration	30 days	30 days
Banner types supported	Tower banner, Skyscraper banner, Island banner	Horizontal banner, Slugs
Banners not supported	Pop-ups, Pop-unders, Monster banner	
Other specs creative specifications	<p>HTML AD</p> <ul style="list-style-type: none"> ▪ The total file size with images cannot exceed 20kb. ▪ Client side image maps in the creative are acceptable and must be hosted / provided by the client itself ▪ All scripts in the html code must be active at the time of ad submission for validating / testing the ad html code. <p>Image Ad</p> <ul style="list-style-type: none"> ▪ GIF or JPG format accepted. ▪ File size cannot exceed 15kb. <p>Flash</p> <ul style="list-style-type: none"> ▪ File size cannot exceed 20kb. ▪ Please submit an image (JPG or GIF) to be served in case the user does not have flash installed. The kb size for the static image should be the same as the kb restriction for a normal image ad of the same size and shape. 	