



Standard Website Ads

Ad Type	Ad Dimensions (W x H)	Text Details (Includes spaces)	File Types	Max Size	Animation
Leaderboard	728 x 90 px	N/A	GIF, JPG or FLASH	40 kb	15 seconds total; 2 loops max
Half Banner & Text	234 x 60 px	Body Copy: Up to 175 total characters Display URL: Up to 45 total characters NOTE: Embedded URL within "Display URL" can be longer than 45 characters	GIF, JPG	30 kb	N/A

Email Ads

Ad Type	Ad Dimensions (W x H)	Text Details (Includes spaces)	File Types	Max Size
Leaderboard	728 x 90 px	N/A	GIF, JPG	40 kb
Ad Text	N/A	Subject Line: Up to 44 total characters Body Copy: Up to 100 total characters Display URL: Up to 22 total characters NOTE: Embedded URL within "Display URL" can be longer than 22 characters	GIF, JPG	N/A

General Requirements for Creative:

- Turnaround Time: 3 - 5 business days.
- American Golf requires a backup GIF or JPG to be submitted with any flash piece.
- Creative with a background color that mirrors AmericanGolf.com requires a 1 x 1 black pixel border.
- All creative must function uniformly on a PC & Mac and work on Internet Explorer, Firefox & Safari.
- Flash banners must have linking url embedded within piece.
- A linking URL must be provided for each piece of creative.
- All ads must open a new browser window when clicked.
- All audio must be user initiated.
- All advertising and copy is subject to approval by American Golf.
- Flash Ads must perform actions advertised in creative.
- Any creative that alters the cursor from its original form is not supported.
- A delayed launch may occur if the submitted creative does not conform to specifications.
- Text ads will use font size and style as determined by American Golf.

American Golf Corporation reserves the right to refuse any media without explanation, and to modify and/or append these guidelines without advance notice.