

Wallpaper Ads

SPECIFICATIONS & MATERIALS NEEDED

Image File Format: JPG or PNG

Image Width: Wallpaper ad must be at least 1,600 pixels wide. The width can be as much as 3,000 pixels wide. **NOTE:** Be sure the width is an even number.

Image Whitespace: The wallpaper ad must leave white space of exactly 1,024 pixels wide in the center of the ad creative. This is the area where the CTE website is displayed.

URL: The complete URL address to be used for the wallpaper link. Only one link allowed.

Ad Creative Considerations: The amount of your wallpaper ad that a CTE website visitor sees depends on the size of your ad and on the screen resolution of the visitor's desktop computer. The **Screen Resolution Guide** on the next page will help you decide how wide you may want to make your wallpaper ad, and exactly where you may want to place the ad's call to action. The orange-shaded area indicated in the **Guide** is where the CTE website is displayed. Your wallpaper ad will be displayed in the **Green** and **Blue** zones to the right and left of the CTE website. The **Green Zone** represents the amount of your wallpaper ad that 64% of our website visitors will see. More than half of our website visitors have even larger screen resolutions, which means they will see the portion of your wallpaper ad that falls within the **Blue Zone**. In summary, the **Green Zone** is ideal for the ad's main message and call to action, while the **Blue Zone** is best reserved for creative, eye-catching designs that are not essential to the main message and call to action.

Screen Resolution Guide

Resolution determined by number of pixels displayed across the width of computer screens

% of CTE Website Visitors by Screen Resolution: 1,300 pixels wide or more = 53% | Between 1,024 and 1,300 pixels wide = 11% | 1,024 pixels wide = 6% | Less than 1,024 pixels wide = 30%*



* Screen resolutions less than 1,024 pixels wide indicate website visitors who are using a variety of mobile devices, such as laptop computers, tablets or smartphones.