

# COLORADO BUILDING AND CONSTRUCTION TRADES COUNCIL BUILDERS GUIDE

## SPECIFICATIONS FOR INTERNET AD COPY

### GENERAL

The Colorado Builders Guide on the internet is a website displaying information about The Colorado Building and Construction Trades Council, listings that include address and contact information for U.S. Government, Colorado State Government, Affiliated Local Unions and their Signatory Contractors.

### AD COPY

Advertisements for this website are in color with the following specifications:

- RGB color
- 243 pixels wide x 306 pixels high (3.375" wide x 4.25" inches high)
- 72 pixels per inch
- Ad can be in jpeg or gif format (include file extension when naming file - i.e. file.jpg or file.gif)
  - Jpeg files should be maximum quality with baseline optimized
  - Gif files should be maximum quality, no transparency

If your ad includes a picture or gradient, please send it in jpeg format.

The ads display on a light blue background - [www.ColoradoBuildersGuide.com](http://www.ColoradoBuildersGuide.com)

**DELIVER TO:** [LombardiDesign@aol.com](mailto:LombardiDesign@aol.com) - Please include your contact information.

### QUESTIONS

Pat Lombardi - Lombardi Design  
303-484-0662

### EXAMPLE

**Colorado Builders Guide**

on the internet

- CBCTC Information
- Affiliated Local Unions
- Signatory Contractors
- Government Listings

EASY TO USE

[www.ColoradoBuildersGuide.com](http://www.ColoradoBuildersGuide.com)

### OPTIONS

- 1 - Ad clicks through to send email
- 2 - Ad clicks through to website
- 3 - Ad clicks through to website in addition to an optional text link below the ad
- 4 - no option, just display the ad

Let us know how you want your ad configured and include an email address for option 1, a website address for option 2, a website address and text link copy (what you want the link to say - i.e. [www.mywebsite.com](http://www.mywebsite.com) or Visit Our Website!) for option 3.

### ADVERTISING RATES

Call 719-648-5073