



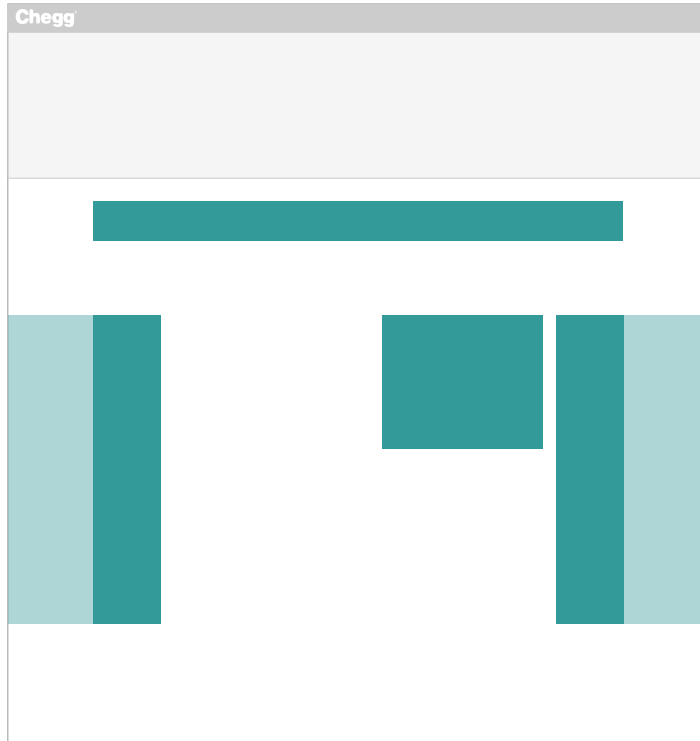
# AD STYLE GUIDE

## Homepage Quad



# Homepage Quad

## Initial load of Ad



### What is it

The Homepage Quad consists of a Left and Right Rail ad images, an Eyebrow, Carousel (3) or Video, and a standard ad unit 300x250. Rolling over or clicking on the Eyebrow Ad triggers the expanded function.

### Deliverables

- Eyebrow Size:** 768x48px (50kb max size)
- Eyebrow Expanded:** Carousel 768x432px (100KB max size)  
Video minimum 640x360px, maximum 768x432px  
(3-5MB max size depending on file format)
- Standard Ad Unit Size:** 300x250p
- L/R Rail image:** 300x600px (100kb max size)
- File Format:** Images - PNG, JPEG, GIF (no animated GIF or Flash support)  
Video - MOV, MPG, WMV

# Homepage Quad Eyebrow Collapsed Example

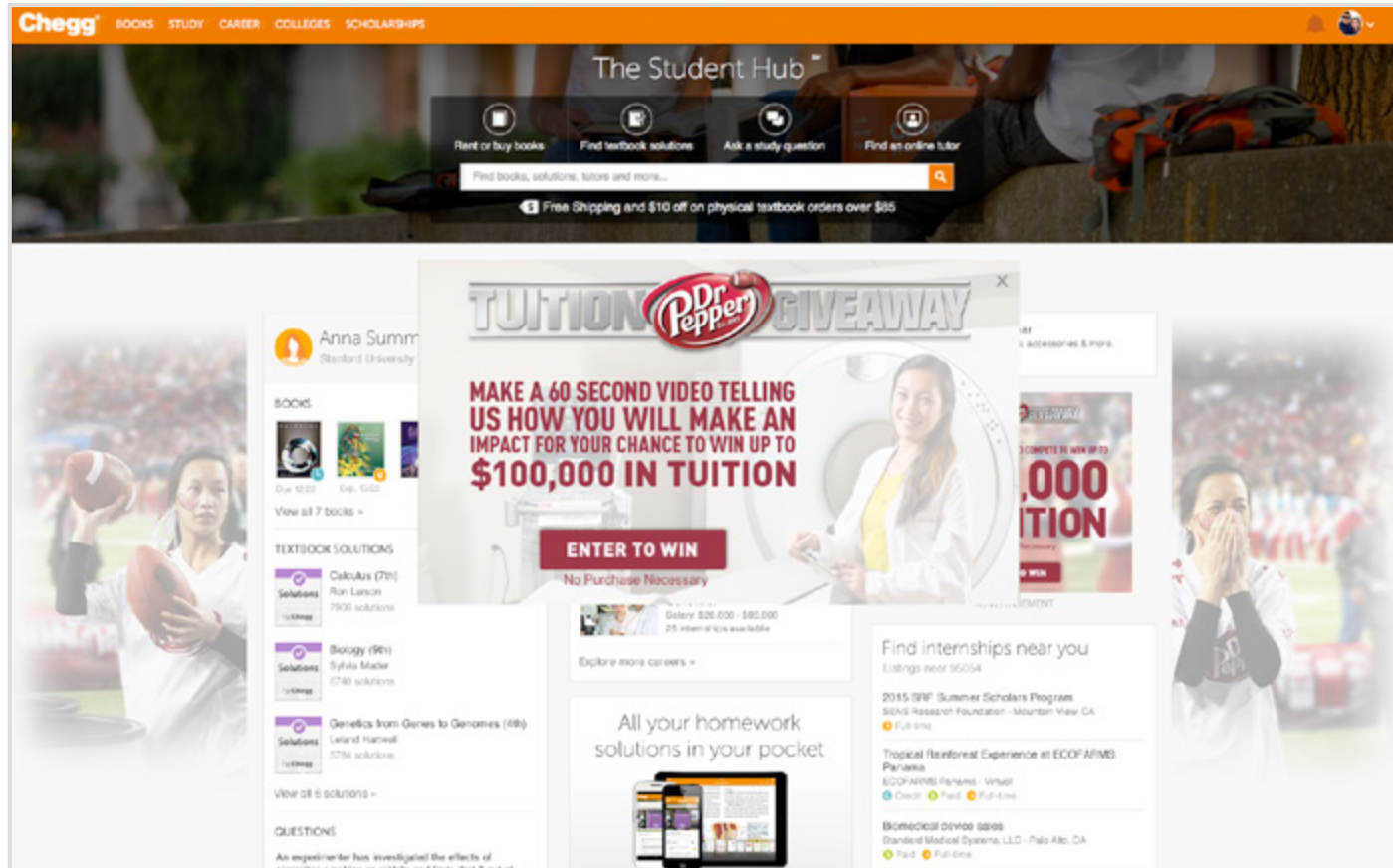
The screenshot displays the Chegg homepage for a signed-in user. At the top, an orange navigation bar contains the Chegg logo and links for BOOKS, STUDY, CAREER, COLLEGES, and SCHOLARSHIPS. Below this is a large banner titled "The Student Hub" with four main navigation buttons: "Rent or buy books", "Find textbook solutions", "Ask a study question", and "Find an online tutor". A search bar is positioned below these buttons, and a promotional message states "Free Shipping and \$10 off on physical textbook orders over \$95".

The main content area is divided into several sections:

- DR PEPPER IS AWARDING OVER \$1,000,000 IN TUITION**: A prominent advertisement banner.
- Anna Summers**: A user profile section for a Stanford University student, featuring a "BOOKS" section with four book covers (Over 1000, Exp 1000, Over 1000) and a "TEXTBOOK SOLUTIONS" section listing titles like "Calculus (7th)", "Biology (5th)", and "Genetics from Genes to Genomes (4th)".
- Chegg Ed Success - Enter to win #EdOnCampus**: A section encouraging users to "VOTE FOR YOUR SCHOOL".
- Explore careers in Biology**: A section listing job opportunities such as "Wetlands Scientist" and "Bionformatics Scientist" with associated salary ranges and available internships.
- Get Stanford Gear**: A promotional link for merchandise.
- \$100,000 IN TUITION**: A large advertisement for a scholarship or contest.
- Find internships near you**: A section listing various internship opportunities, including the "2015 SHF Summer Scholars Program" and "Tropical Rainforest Experience at ECOFARMS Panama".
- All your homework solutions in your pocket**: A section promoting mobile access to solutions.

Signed-in homepage

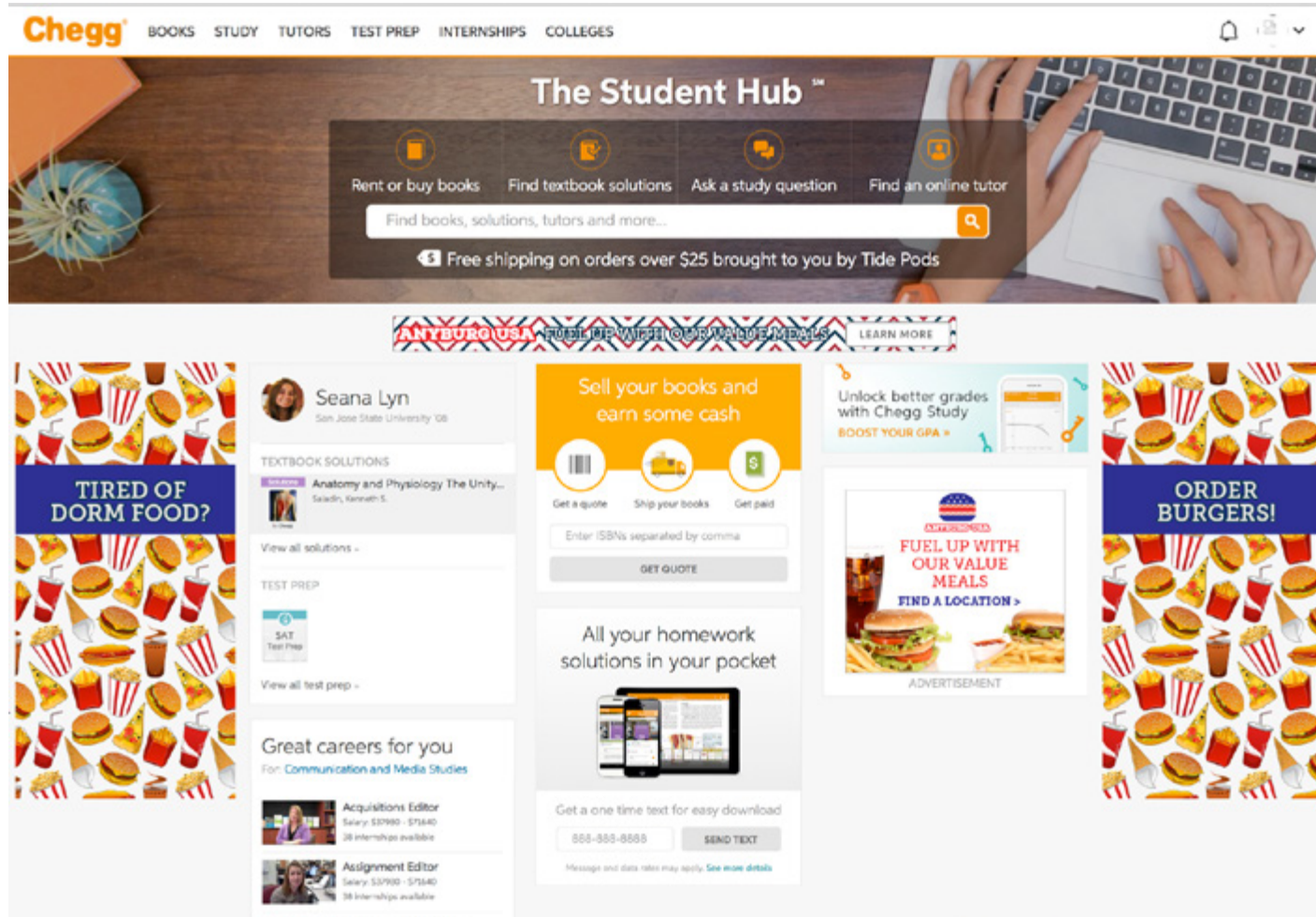
# Homepage Quad Eyebrow Expanded Example



Signed-in homepage eyebrow expanded. The eyebrow visually compliments the side rails and expands on the copy in the eyebrow while complimenting the copy in the 300x250. This combines to create a dynamic and engaging experience within the signed in homepage. The expanded eyebrow should be used to continue the story created by the other placements on the page.

# Homepage Quad

## What Not To Do

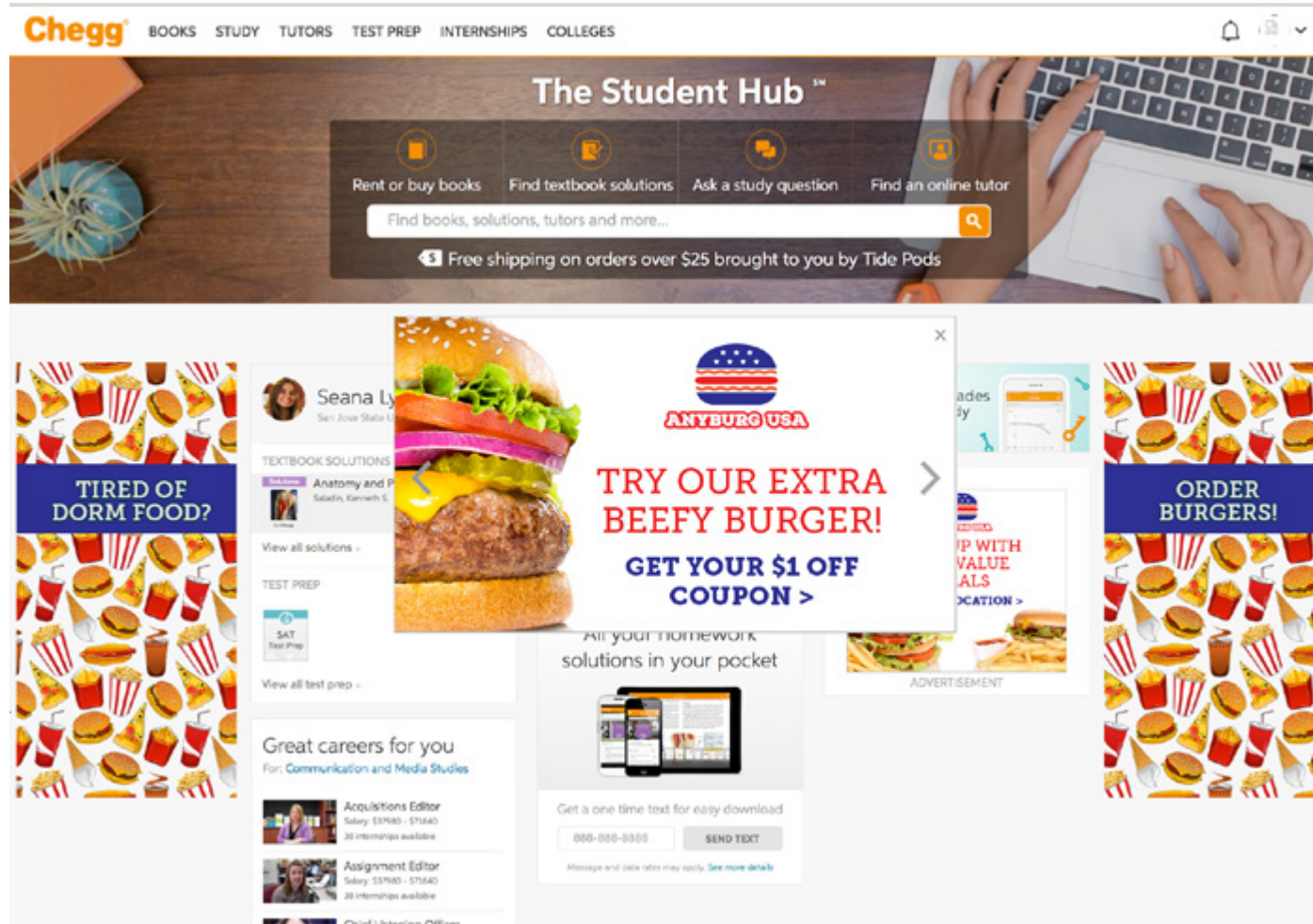


Side rails are very busy which will distract the user and make them more inclined to tune out the ads as they are visual noise. There also should not be text in the side rails as it will get clipped on smaller monitors. The eyebrow and 300x250 also are not visually aligned with the side rails and each other and rather than work together they are competing for space. The copy across the eyebrow and 300x250 is also not consistent and will create confusion for the user.



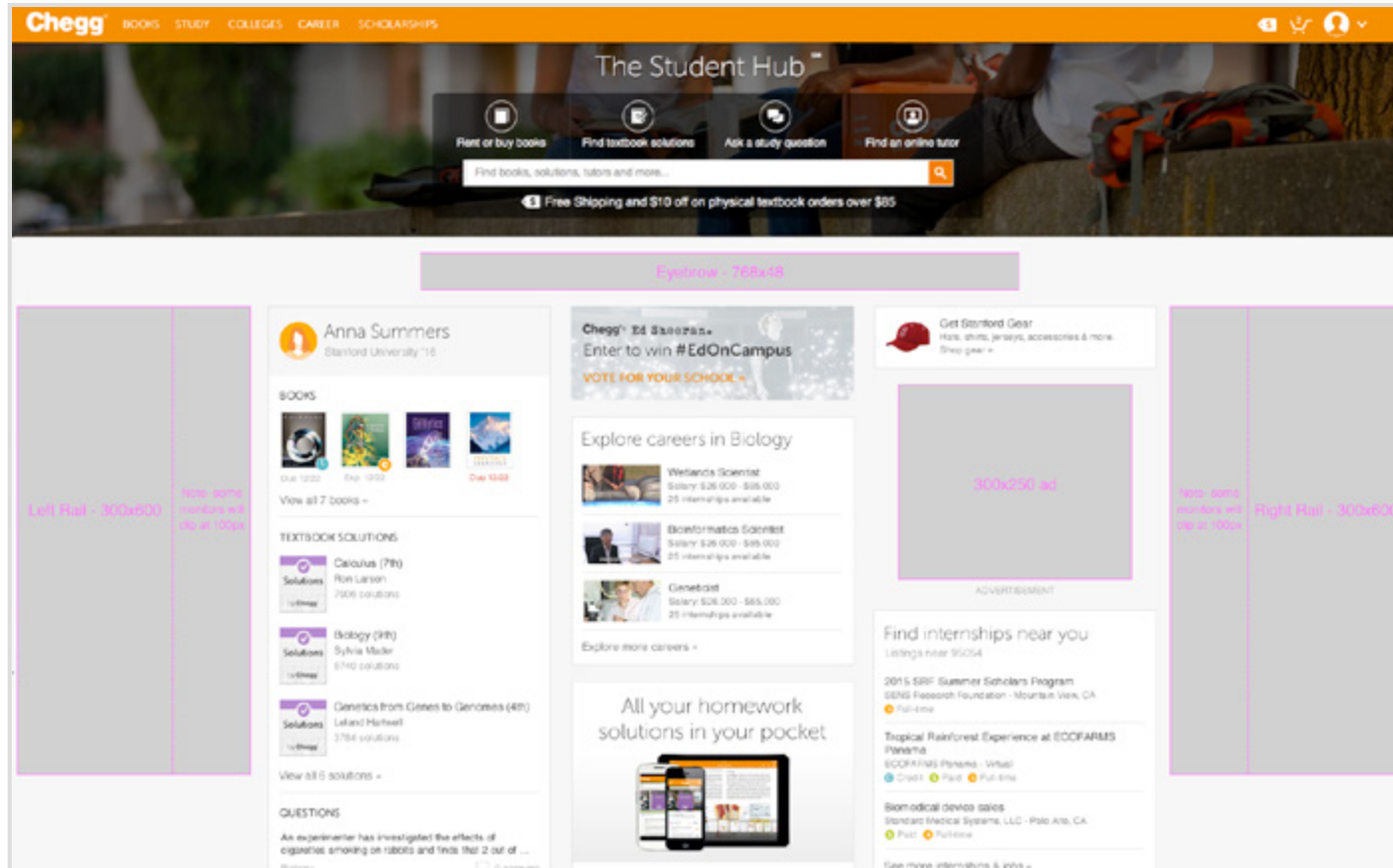
# Homepage Quad

## What Not To Do



The eyebrow expanded in this example does not work with the copy of the eyebrow and 300x250. Discounts work well with students but that should be promoted before you click to expand the unit.

# Homepage Quad Visual Guide



Side Rail images should be large enough to fill full 300x600px space however all relevant imagery, copy, and logos should be within 100px to ensure that it is visible on all monitors.

# Homepage Quad

## Spec Details

### Ad Vendors

Side Rails and 300x250 may be served from a third party vendor.

Eyebrow must be served in house.

Carousel with a single image may be served from a third party vendor.

Carousel with two or more images must be served in house and may support click tracking.

Video may be served from a third party vendor. Third party in-banner video creatives should be sent to Chegg a minimum of 6 weeks before campaign launch for appropriate testing.

### Button Size Guidelines

**Max Height:** 35px

**Max Width:** 120px

### CTA Button Colors

**Do not use:** Green - hex #AEC816 | Orange - #F07D00

### Audio / Video

Audio must be user initiated.

### Best Practices

Imagery is preferred for the Left/Right Rails. Text is distracting and will be clipped at smaller resolutions

For the Eyebrow and Carousel, white backgrounds require a 1px border, #AAAAAA

Imagery and copy should be student focused and have a clear concise message.

The Eyebrow collapsed and expanded with Carousel or Video should all work together as one cohesive ad unit.

Side rails look best with a transparent background and exported as png so they act as part of the page and not slapped on.