



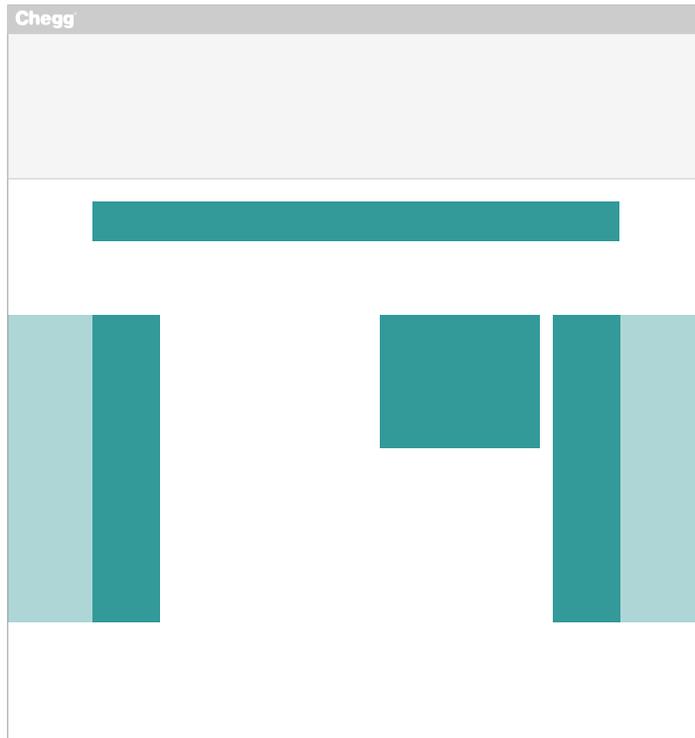
AD STYLE GUIDE

Homepage Quad



Homepage Quad

Initial load of Ad



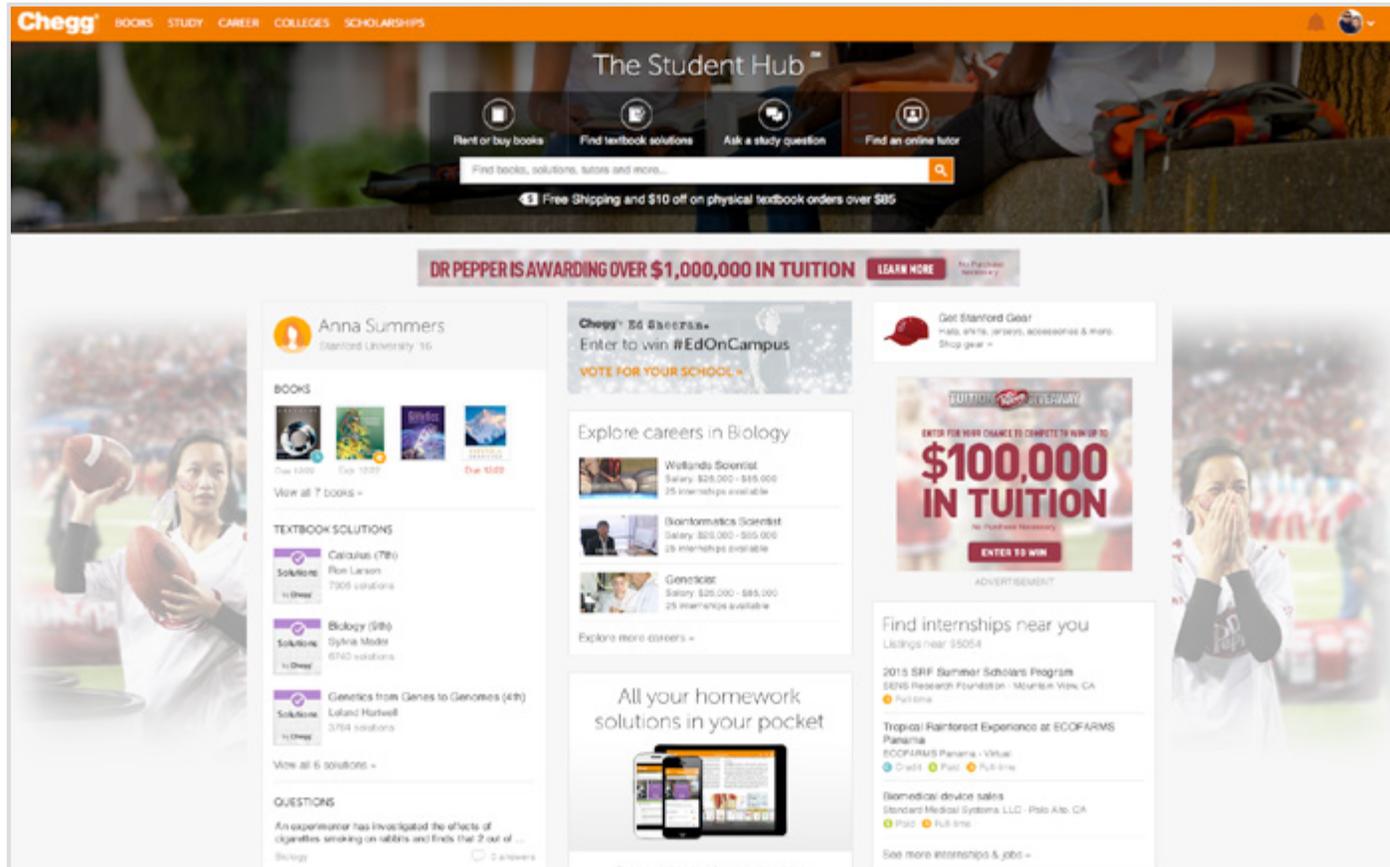
What is it

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

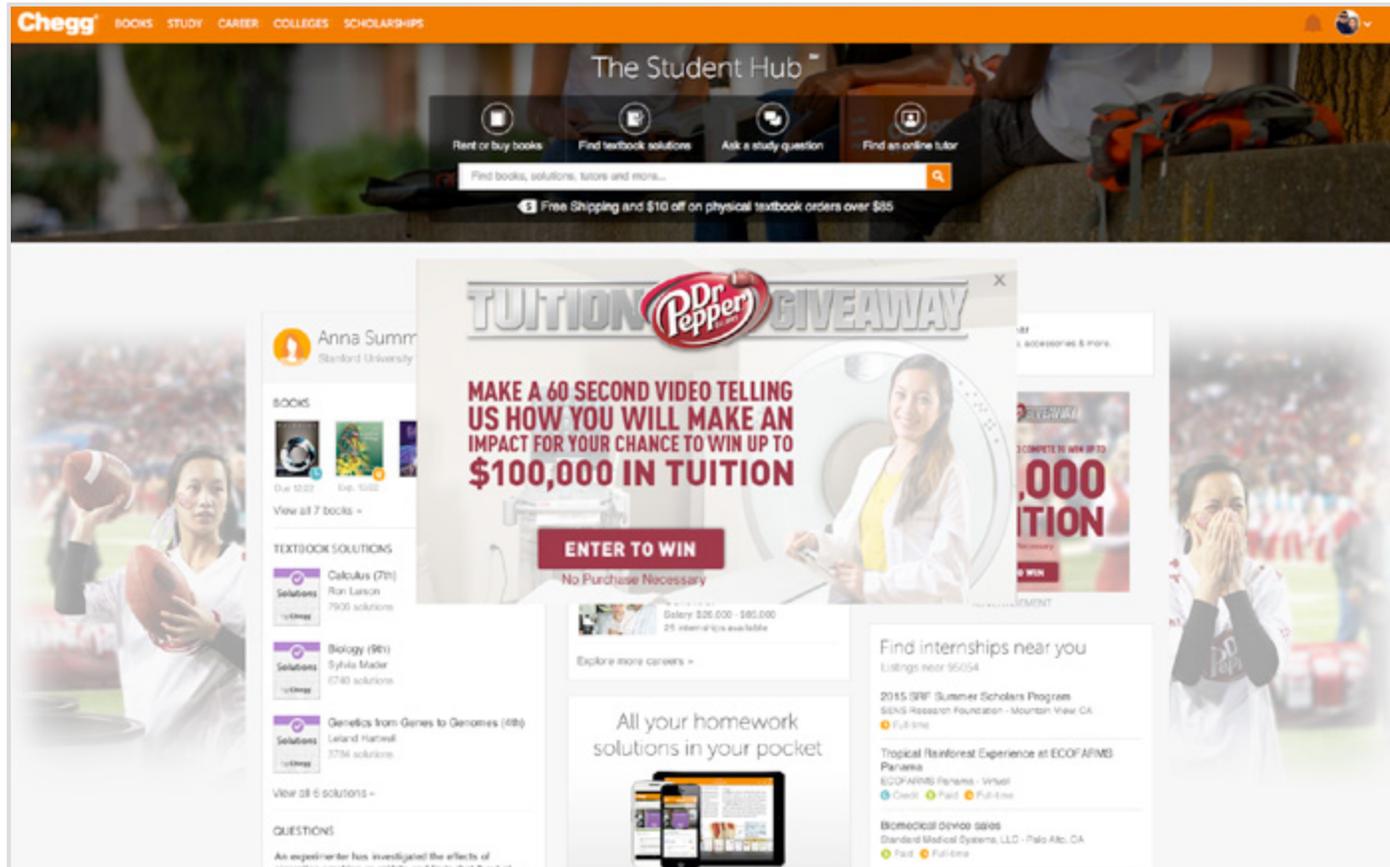
Eyebrow Size:	768x48px (50kb max size)
Eyebrow Expanded:	Carousel 768x432px (100KB max size) Video minimum 640x360px, maximum 768x432px (3-5MB max size depending on file format)
Standard Ad Unit Size:	300x250p
L/R Rail image:	300x600px (100kb max size)
File Format:	Images - PNG, JPEG, GIF (no animated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

Homepage Quad Eyebrow Collapsed Example



Signed-in homepage

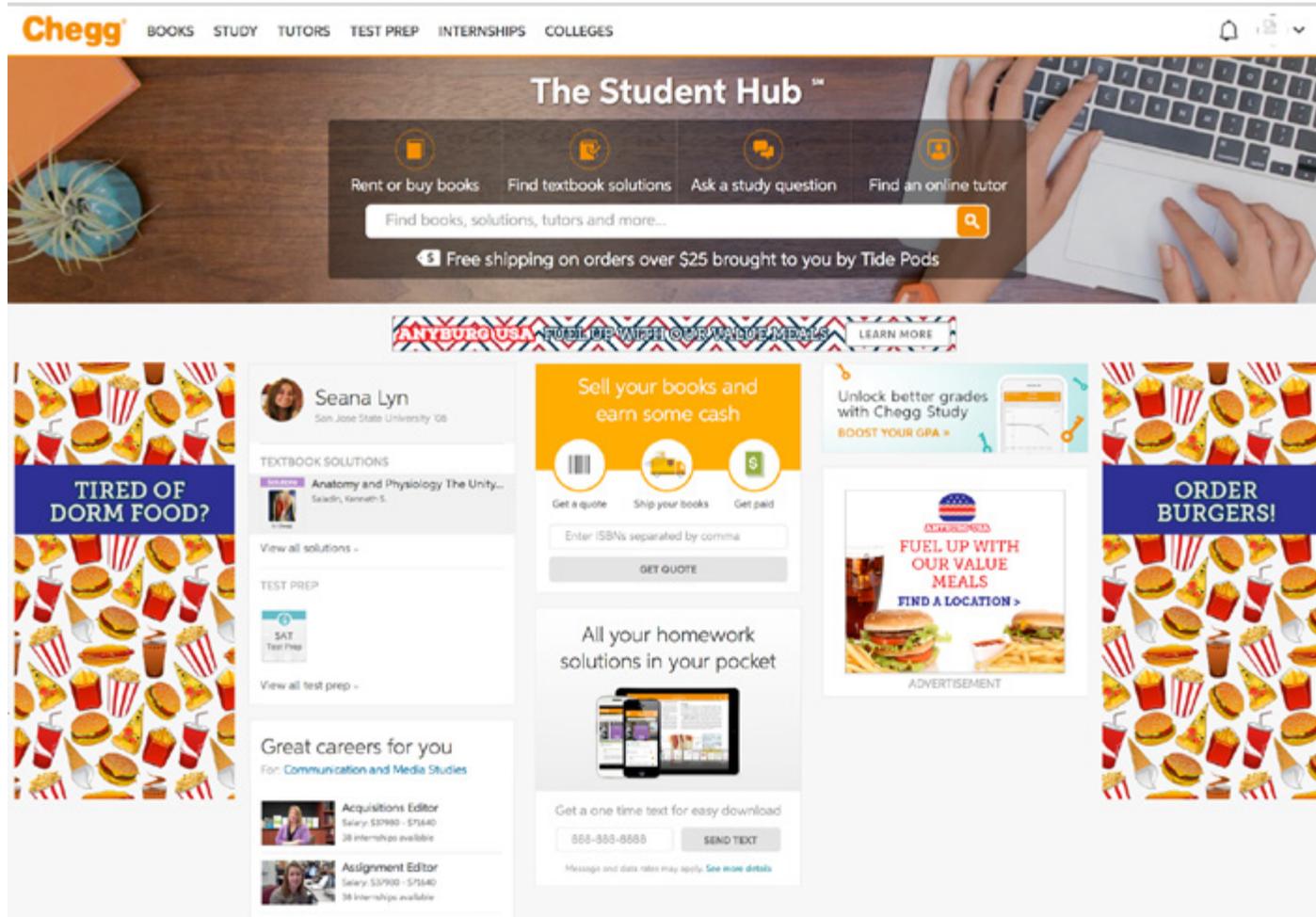
Homepage Quad Eyebrow Expanded Example



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

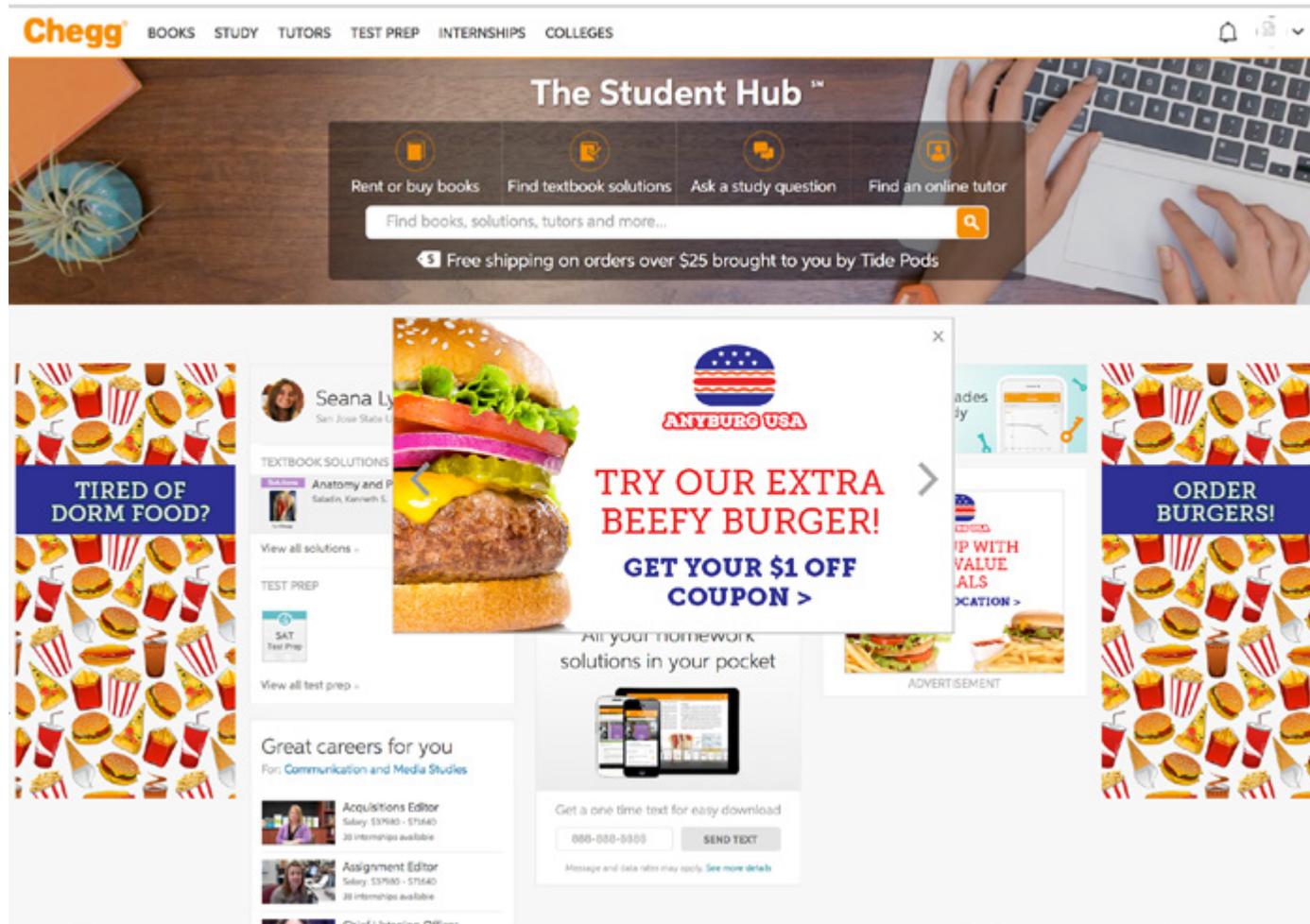
What Not To Do



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.

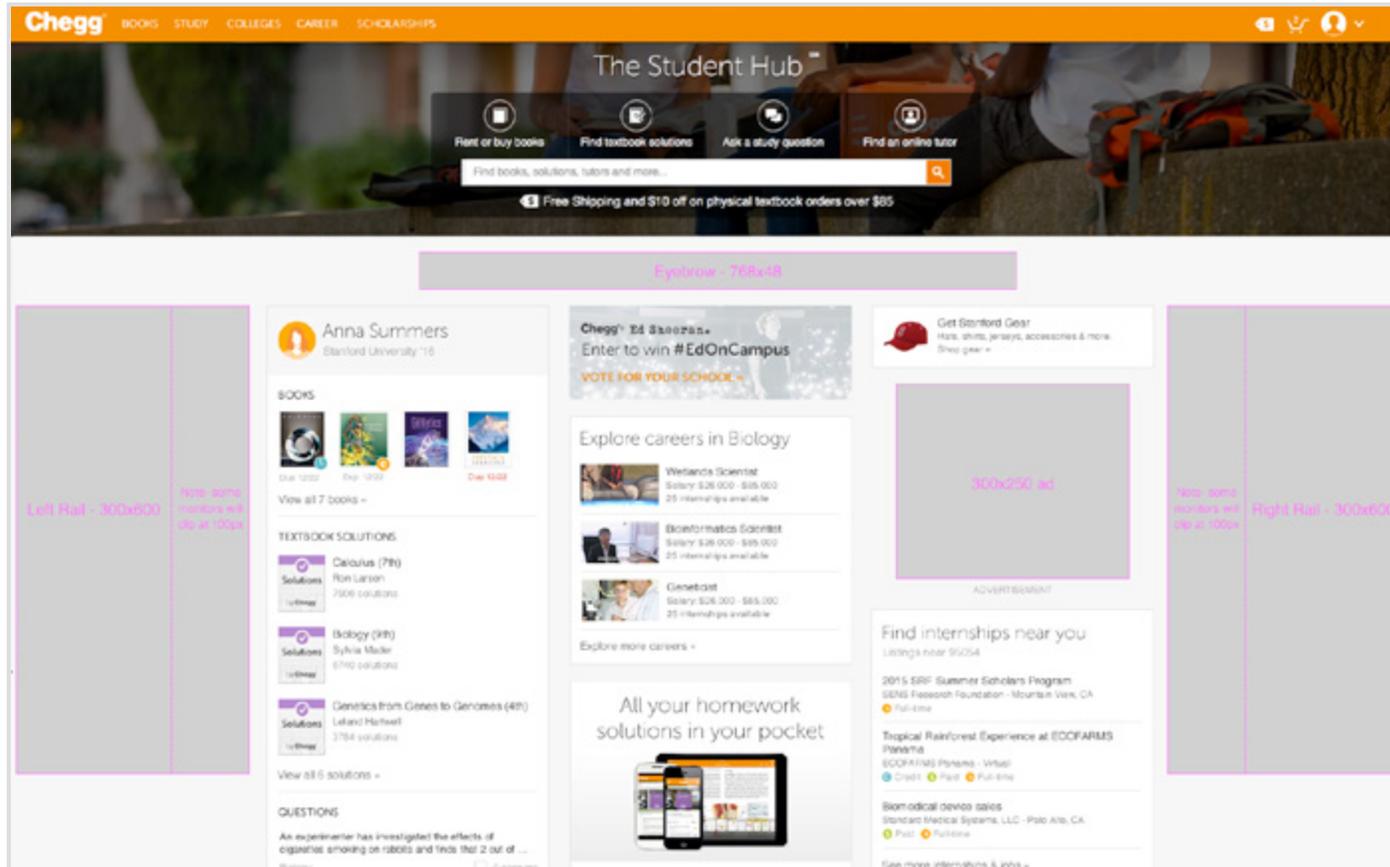
Homepage Quad

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.