



# Banner Advertising

## Fact Sheet

Banner advertising is subject to the terms of the agreement described in the banner advertising application form.

## Size specifications and Graphic Requirements



Banners must conform to the following dimensions:  
160 pixels x 160 pixels

- When submitting graphic files, please ensure that they are in .gif or .jpeg format
- Animated .gif banner advertisements are permitted; animations are limited to a total looping time of 7 seconds
- File size: maximum of 100 KB
- Resolution: 72 dpi
- The Standards Council of Canada's web site is bound by the *Official Languages Act*. Banners must be submitted in both official languages, either as separate advertisements or in bilingual format.
- The Standards Council reserves the right to decline or discontinue any advertisement.

## Rates

1 banner / 3 months	=	\$400 CAD
1 banner / 6 months	=	\$600 CAD
1 banner / 12 months	=	\$900 CAD

## Reporting

Advertisers will receive a report detailing data related to their campaign as per the contract agreement.

## Contact Us

To purchase advertising space, simply complete the Banner Advertising Application Form/Agreement and fax it to 613-569-7808. For more information, call 613-238-3222, extension 477 or email us at [promotion@scc.ca](mailto:promotion@scc.ca).