INTERNET FLASH BANNERS INSTRUCTIONS

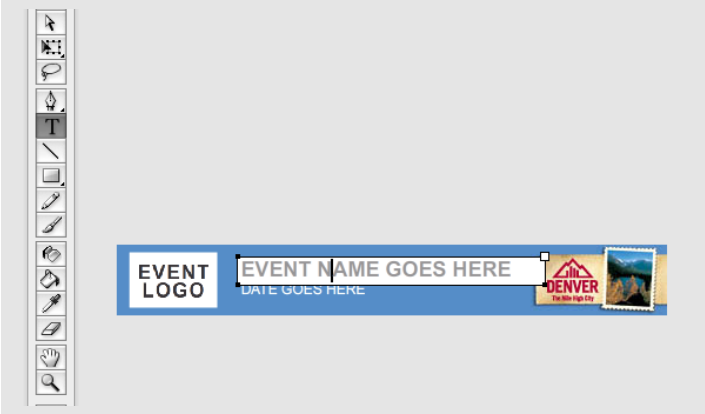
There are two banner orientations to choose from, vertical and horizontal. Each orientation includes four different themes. The vertical banner size is 160 pixels in width and 600 pixels in height. The horizontal banner is 468 pixels in width and 60 pixels in height. Before starting work, check with your vendor/advertisers to make sure they can accept one or both of these sizes and check on any other parameters like file size or format.

STEP 1
Select and download the flash file you would like to use.

STEP 2
Locate the downloaded file on your computer and open it with Adobe Flash CS3.

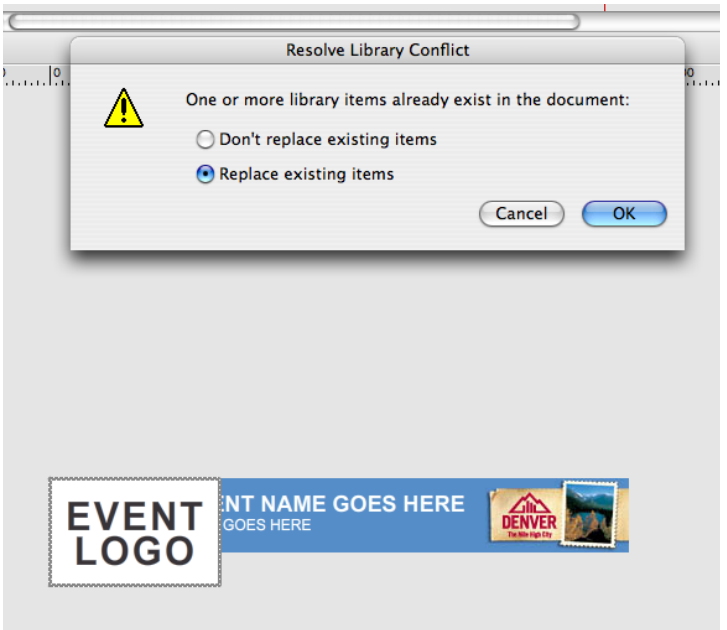
STEP 3
To make things easier for you, all of the banners have been pre-animated. At this point, you will need to add your company name and/or logo.

STEP 4
In your layers panel, the layer called “event name” should be selected. In the tool bar select the “text” tool. On the stage, click on the text “Event logo goes here.” You can now add your company name or event information. Next, change the date of your event by clicking on the text “Date goes here.” You can also adjust the size of the text accordingly, by changing the point size in the properties window.



STEP 5
After changing your event information you will need to import your company logo. Your logo will need to be saved as a .png file. To do this open your .eps or .ai logo file in either Adobe Illustrator or Photoshop. Go to File > Save for Web & Devices and select png-24 from the drop down menu on the right side of the screen. Click Save and save your logo as logo.png to a location that is easy to access. (If you want a white rectangle background behind your logo you will need to add this in Illustrator or Photoshop before saving it as a .png.

STEP 6
After saving your logo, go back to your flash document. Select the white rectangle that says “Event Logo” and delete it. Hit “Command R” on your keyboard or go to File > Import > Import to Stage. Find where you saved the file logo.png and click Import. A pop-up message will appear asking whether you want to replace existing items. Select “Replace existing items” and click OK. Your logo will now appear on the stage. To resize your logo, right click on it and select “Free Transform.” You will now be able to resize your logo by holding down shift and dragging the corners of the rectangle in or out. Once your have your logo at the correct size and placement, set your changes by clicking outside of the stage.

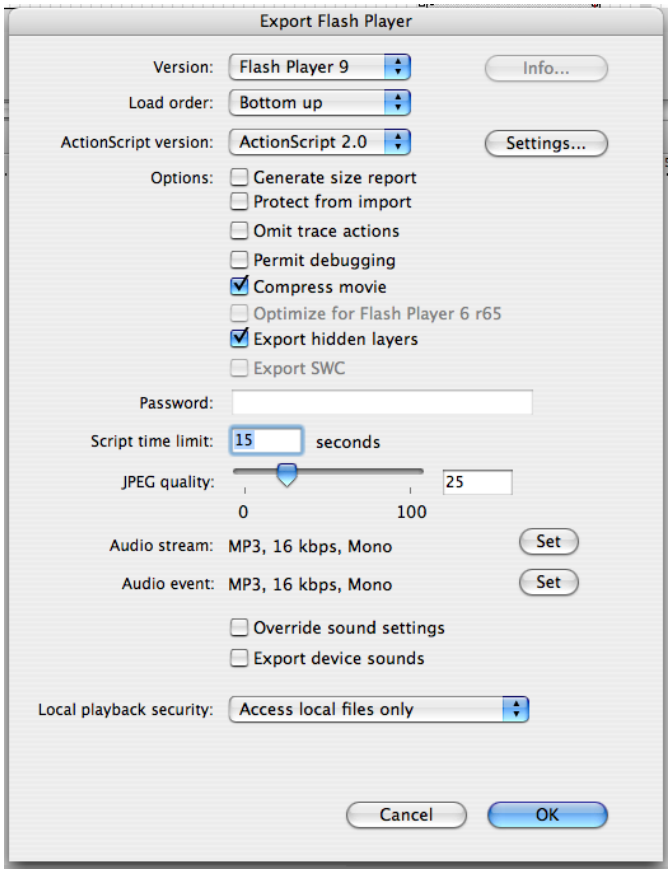


STEP 7
Go to File > Save to save your changes. To preview your flash banner at any time, hit Command > Return.

STEP 8
Once you have completed your banners, go to File > Export > Export Movie. Name your flash banner and click Save. To change the file size of your swf file, slide the JPEG quaity bar to the left or right. After adjusting the quality of your banner, click OK.

STEP 11
You're finished!

Note: If you're having trouble with any of the steps in the instructions, please review the help files included with Adobe Flash.



HORIZONTAL FORMAT

468 X 60

City Horizontal

Bear Horizontal

Golf Horizontal

Night Horizontal

VERTICAL FORMAT

600 X 160

City Vertical

Bear Vertical

Golf Vertical

Night Vertical