



## LEHA Website – Sponsor Ad Submission Guidelines (728×90 Leaderboard)

### 1. Ad Size & Dimensions

- **Required size:** 728 pixels (width) × 90 pixels (height)
  - This is a standard “leaderboard” banner format
  - Ads must be exactly this size (no scaling or resizing on our end)
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### 2. Accepted File Formats

 Submit your ad in one of the following:

- **PNG** (recommended for best quality)
  - **JPG/JPEG**
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### 3. File Requirements

- Max file size: **150 KB**
  - Clean, high-resolution design (not blurry or pixelated)
  - No misleading visuals or deceptive “fake buttons”
  - Must be appropriate for a general audience
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### 4. Click-Through Link - Please Include

- The destination URL (where users go when they click)
  - Use full URL (e.g., <https://yourwebsite.com>)
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### 5. Design Recommendations (to improve performance)

- Keep text minimal and readable
  - Use strong contrast (mobile users especially)
  - Include a clear call-to-action (e.g., “Learn More,” )
  - Avoid clutter—728×90 is wide but short
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### 6. Naming Convention

- Please name your file like this:
- `CompanyName_LEHA_728x90.png`

### EXAMPLE :

