

Below please find a list of our ideal assets for the design of the custom site skin on Gawker Media sites. We realize that this is an ideal list and all assets may not be available. If you have any questions or concerns please contact **Chrissie Lamond** at chrissie@gawker.com or **Keelin Linehan** at keelin@gawker.com

ASSETS:

- Any necessary Logos (as illustrator .eps files)
- Layered Key Art (as photoshop .psd)
- Layered files of ad units (as photoshop .psd)
- Fonts (mac format)
- Other sample ads (print or other) as an additional design reference.
- Style Guide if available
- Any additional high res imagery.

Video 800x250:

- Video Clips as Quicktime files, min size: 320x 240, any aspect ratio is fine, max 60 seconds length.
- Up to 6 videos

Image 800x250:

- 10-15 high res images (as jpgs)

Marquee:

- 300x250 Editable files for the 300x250 that will run on roadblock days. (fla, swf or layered psd file, whatever is available.)
- Any necessary fonts or logos
- Any high res imagery used for standard units or campaign

Sponsored Post:

If you opt to write your own:

- 160x120 image (as jpg)
- Headline: 5-10 words
- Front Page copy: 35 words max
- Inside Page copy: Unlimited
- Click Thru URL
- Any additional content for inside page post: Images, video, etc

If you opt to have our in-house writer craft something for you.

- Click Thru URL
- Static image any size
- Press release or any notes as a guide
- Any additional content for inside page post: Images, video, etc