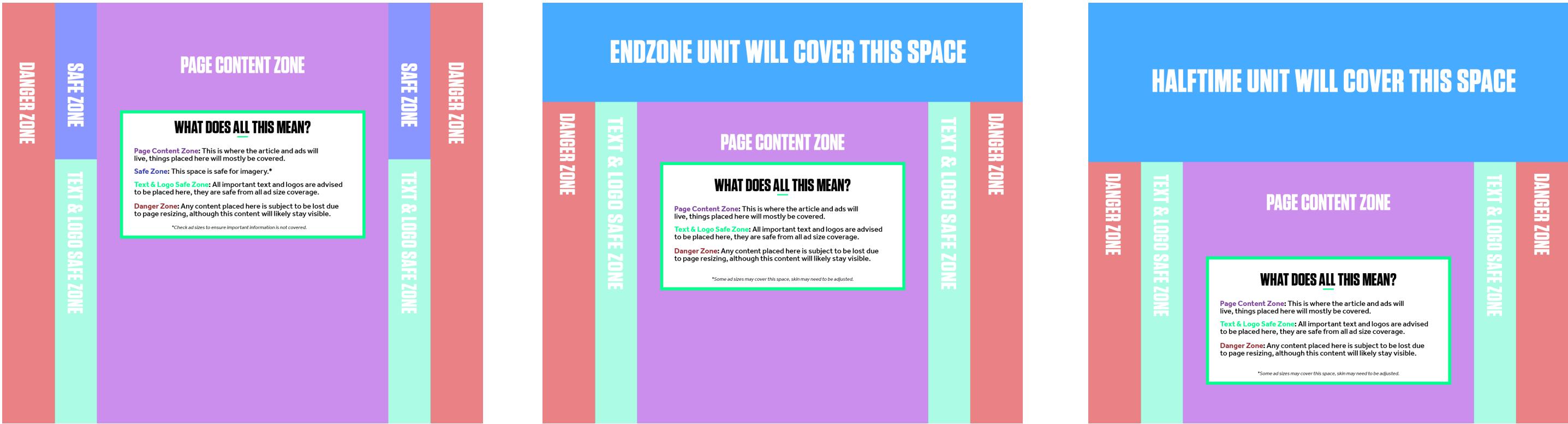


# SKIN TEMPLATE

THE SKIN TEMPLATE VARIES DEPENDING ON WHICH UNIT WILL RUN WITH IT, WHETHER THAT’S STANDARD BANNERS, THE ENDZONE, OR HALFTIME. THE SAME GUIDELINES APPLY ACCROSS ALL VERSIONS EXCEPT FOR THE CREATIVE HIEGHT, WHICH WILL CHANGE DEPENDING THE ACCOMPANYING UNIT. CREATIVE SHOULD BE FULL BLEED, EVEN BEHIND THE ARTICLE CONTENT, AND SHOULD INCLUDE A SOLID COLOR / GRADIENT AT THE BOTTOM TO ENSURE A SMOOTH TRANSITION INTO THE REST OF THE WEB PAGE.



**DANGER ZONE:** ANYTHING PLACED IN THIS SPACE IS SUBJECT TO BE LOST DUE TO PAGE RESIZING, NON-CRUCIAL VISUAL ELEMENTS ONLY.

**PAGE CONTENT ZONE:** THIS AREA WILL BE COVERED BY PAGE CONTENT, SO NO LOGOS OR MESSAGING HERE.

**SAFE ZONE:** WHILE SAFE FROM RESIZING, AD UNITS MAY COVER THIS SPACE. USE THE GUIDES IN THE TEMPLATE TO CHECK PLACEMENT.

**TEXT & LOGO SAFE ZONE:** YOUR LOGO’S, MESSAGING, AND IMPORTANT VISUALS SHOULD GO HERE AS THEY ARE SAFE FROM RESIZING AND AD UNIT COVERAGE.