

The screenshot shows the website layout with several ad spots:

- Leaderboard:** A large horizontal ad spot at the top center, labeled "LEADERBOARD 970px X 120px".
- Left Sidebar:** Two vertical ad spots on the left side, each labeled "LEFT SIDEBAR 300px X 250px". One is positioned above a "Sign Up for the ARMED FORCES DIRECT NEWSLETTER" form, and the other is below it.
- Right Sidebar:** Three vertical ad spots on the right side, each labeled "RIGHT SIDEBAR 300px X 250px".

The main content area features an "About Us" section with the following text:

**About Us**

Armed Forces Directory was founded on July 20, 2007, by Karen Austin, a former counter-terrorism equipment specialist and daughter of William C. Horn, U.S. Navy Veteran, and retired Baltimore City Homicide Detective. With the deep connection and family history with military and law enforcement, Karen sought to provide a service to military communities, hence the Armed Forces Directory.

Since the inception of American Publishing, we publish two separate directories, both print and digital, one that is distributed at Aberdeen Proving Ground and one that is distributed at Fort Meade.

We, at the Armed Forces Directory, have the knowledge, people, experience, and technology to meet the needs of our customers. Our team is fully trained and ready to move into action to deliver fast and effective solutions to our customers. You and your business are at the heart of our business.

You are the reason for our continued success. It is imperative that our customer service department meet the needs of our customers; therefore, we ensure that our team receives the best training and knowledge possible from our in-house training department.

We recognize that the name "Armed Forces Directory" alone is not sufficient to win new customers or to maintain our current ones. Armed Forces Directory has set up a customer service department that daily monitors our services that we provide.

### AD SPECIFICATIONS

POSITION	CREATIVE SIZE (width x height in pixels)	MAXIMUM FILE SIZE	FILE TYPE	
Leaderboard	970 x 120	75 KB	jpg	gif- 15 sec loop
Sidebar	300 x 250	75 KB	jpg	gif- 15 sec loop

\*Files and linking urls must be provided upon receipt of ad copy.

**\*\*A two month cycle is required for all banner ad placements.**