

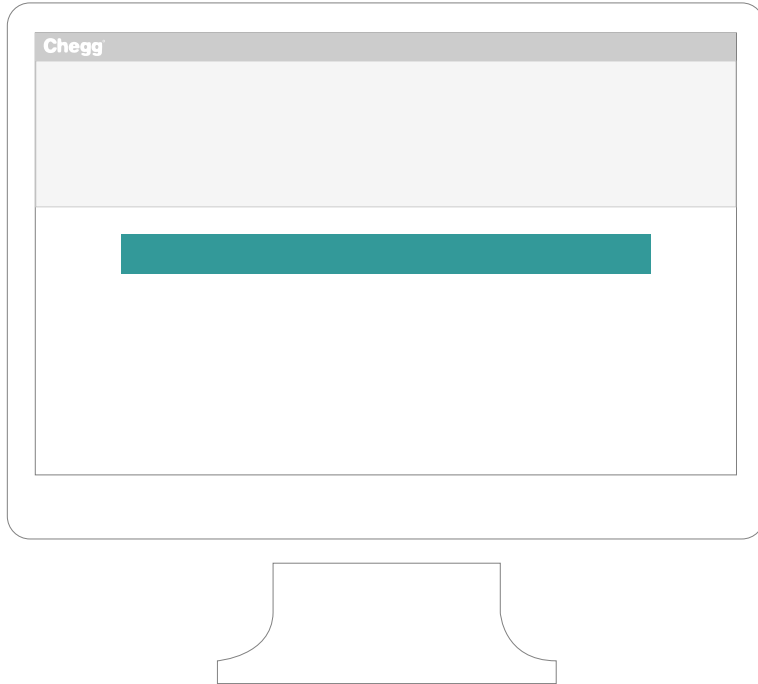


# AD STYLE GUIDE

## Eyebrow with Carousel



# Eyebrow with Carousel Initial Load of Ad



## What is it

The 768x48px Eyebrow expands into a Carousel when the cursor rests on the Eyebrow for at least 2 seconds or with user click.

## Deliverables

**Eyebrow Size:** 768x48px

**File Format:** PNG, JPEG, GIF (no animated GIF or Flash support)

**Max File Size:** 50KB

## Pages Available

Homepage (signed in)

Colleges - Explore

Colleges - Matches

Colleges - My List

Colleges - Advice

Scholarships - Matches

Scholarships - My List

Career - Career Profiles

Career - Internships & Jobs

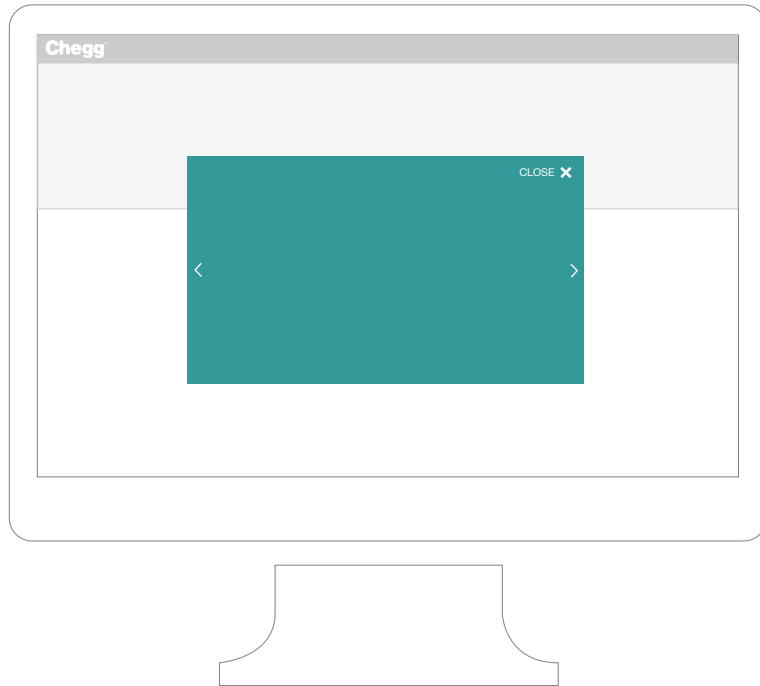
Career Center - Advice

# Eyebrow with Carousel Examples

The image shows a screenshot of the Chegg Career Center website. At the top, there is an orange navigation bar with the Chegg logo and links for BOOKS, STUDY, INTERNSHIPS, COLLEGES, SCHOLARSHIPS, and PLAY. A search bar is located in the top right corner. Below the navigation bar, a large banner features a carousel of images showing people sitting on a bench. The text on the banner reads "Land Internships & Jobs" and "Check out opportunities from top employers." Below the banner, there is a promotional banner for "DR PEPPER IS AWARDING OVER \$1,000,000 IN TUITION" with a "LEARN MORE" button. The main content area is titled "My Internships" and includes a navigation menu with Dashboard, Search, Resume, Inbox, Applications, Favorites, and Settings. On the left, there is a "REFINE YOUR SEARCH" section with options for "Show me" (All Opportunities, Internships, Entry Level Jobs, Student Jobs), "Keyword/Major" (Marketing, Design...), and "Location" (City, State or Zip Code). A "Search" button is at the bottom of this section. In the center, the "Internships" section displays a list of job opportunities with details such as "Clinical Assistant/Medical Assistant - Immunology (33247)", "Med Interpreter/Translator - Spanish - SNHC (31936)", "Speech pathologist (Relief) (31238)", "Relief Medical Interpreter - Spanish (31098)", and "Relief Cardiac Sonographer (27113)". On the right, there is a "Filter Results" section with checkboxes for "All Locations", "Location Type", "Employer Type", and "Compensation".

Career - Internships & Jobs

# Eyebrow with Carousel Expanded



## What is it

The Eyebrow expands to Carousel of 1-3 images. The images auto-cycle through or the user can click through. The Carousel is closed by clicking the 'Close (X)' icon at top right of the ad.

## Deliverables

<b>Expandable Ad:</b>	768x432px
<b>File Format:</b>	Same as Eyebrow
<b>Max File Size:</b>	100KB
<b>Ad Limit:</b>	1-3 images

**NOTE:** The Close button and next/previous are added by Chegg post-production. See PSD template for guides to help visualize elements.

# Eyebrow with Carousel Expanded Example

The screenshot displays the Chegg website's 'Career Center' section. At the top, there is a navigation bar with links for 'BOOKS', 'STUDY', 'INTERNSHIPS', 'COLLEGES', 'SCHOLARSHIPS', and 'PLAY'. A search bar is located in the top right corner. Below the navigation bar, a banner features the text 'Land Internships & Jobs' and 'Check out opportunities from top employers'. The main content area is dominated by a large carousel advertisement for a 'TUITION Dr Pepper GIVEAWAY'. The ad encourages users to 'MAKE A 60 SECOND VIDEO TELLING US HOW YOU WILL MAKE AN IMPACT FOR YOUR CHANCE TO WIN UP TO \$100,000 IN TUITION' and includes a 'ENTER TO WIN' button with the note 'No Purchase Necessary'. To the left of the carousel is a sidebar with filters for 'My Internships', 'REFINE YOUR SEARCH', and 'Location'. Below the carousel, a list of job listings is visible, including 'Speech pathologist (Relief) (31238)', 'Relief Medical Interpreter - Spanish (31098)', and 'Relief Cardiac Sonographer (27113)'. A legend on the left side of the job listings identifies icons for 'Full-Time', 'Part-Time', 'Paid', 'College Credit', and 'Student or Entry-Level Job'. On the right side, there are checkboxes for 'Employer Type' (All, Profit, Non-Profit, Not Specified, Government) and 'Compensation' (All Compensation, Unpaid, Paid).

Career - Internships & Jobs

# Eyebrow with Carousel

## Spec Details

### Ad Vendors

Eyebrow must be served in house.

Carousel with a single image may be served from a third party vendor.

Carousel with two or more images must be served in house and may support click tracking.

### Best Practices

For Eyebrows and Carousels that have a light or white background please use a 1px border in #aaaaaa.

Imagery and copy should be student focused and have a clear concise message.

The Eyebrow collapsed and expanded with Carousel should all work together as one cohesive ad unit.

### Button Size Guidelines

**Max Height:** 35px

**Max Width:** 120px

### CTA Button Colors

**Do not use:** Teal - hex #21A69D | Orange - #EB7100

### Audio / Video

**Audio:** Audio in Carousel with video only.

**Animation/Looping:** N/A –Static Only

**Video Guidelines:** For video guidelines please see [PointRoll's guidelines here](#)