

### Display Ad Graphic

Your ComeOnHome.biz Display Ad enables you to present a good picture of your business quickly in a graphic format incorporating photographs, text and logos. We encourage you to be thoughtful in the image you present, using the ad graphic as an opportunity to "tell your story" in a concise and sophisticated way. We offer a variety of ad templates for you to choose from, which we are glad to create at no cost. You may also submit a custom ad graphic using these specifications:

- Display Ad graphics are horizontal, 876 pixels wide by 500 pixels tall.
- Display Ads are formatted as JPEG images at 72 dpi resolution for the web.

### Slide Show ("View More Images")

The Slide Show feature enables you to show off your business with more photographs and text. Up to 20 photographs may be utilized for the Slide Show feature. Photos should illustrate all the categories your business is listed in and feature the variety of products and services you offer.

- Photographs for the Slide Show should be formatted at 380 pixels wide, although height size may vary, with at 72 dpi resolution for the web.
- Captions of one or two sentences should be provided for every photograph. Caption text is "searchable" and should contain key words relevant to your business, products and services.

### Database

The Database feature enables you to explain your business using descriptive text. Organized in various sections -- such as Description, Specialties, Brands, Affiliations, etc. -- the database text should be used strategically to include key words for your business, business field, and location, since this text is "searchable" by internet search engines. Write your database copy carefully and thoughtfully; we will help you make the most of this important feature.

### Text Links

The Text Links feature enables browsers to find various products and services within your website (or COH Slide Show feature) by linking directly to those sections. Search engines look for text links - and rate them highly -- so we like to see all COH advertisers have numerous strategic text links with their ad. Consider your Text Links carefully and thoughtfully; we will help you make the most of this important feature.

### Other Features:

#### Artisans & Craftsmen

Features a photograph of the Artisan/Craftsmen working.

- The photo size is 250 pixels wide by 200 pixels tall, in 72 dpi resolution for the web.

#### Showrooms & Stores

Features a photograph of the actual Showroom or Store. (The photograph should be different than the display ad.)

- The photo size is 250 pixels wide by 200 pixels tall, in 72 dpi resolution for the web.

#### Green & Sustainable and Made In New Mexico (when applicable)

These sections use thumbnails of your display ad and do not require any additional photos. Note: Green & Sustainable requires a written description explaining why businesses qualify to be in this category.