



**Seacoast Shores Association, Incorporated**  
*Website Advertisement Rules & Specifications*

**Section I: Approval**

All advertisements are subject to Seacoast Shores Association, Inc.'s (hereinafter referred to as SSAI) approval prior to placement on the site. SSAI reviews the contents of all advertisements, and SSAI may check advertisements for technical compliance with our specifications. Display of an advertisement by SSAI does not mean that SSAI accepts that such advertisement is provided in accordance with our Advertising Terms and Conditions. SSAI reserves the right to preserve the user experience of its site(s), and reserves the right to remove any Advertisement which is deemed annoying and/or harmful to our users at any time.

**Section II: Borders on Ads**

All inline ads should have a clearly visible border, either solid color or 1 pixel line.

**Section III: Size limitations & location**

All ads must be of standard business card size. Failure to comply with these size specifications will result in shrinking of the ad which may cause distortion and/or illegibility.

All ads will be located on the homepage. If there are multiple ads that SSAI needs to display, and there is not enough room, you will share a space with another advertiser. Your ad will be displayed for 15 seconds, and then it will fade into another ad.

**Section IV: Animated Ads**

SSAI allows animation in ad units to a limit of 15 seconds. On all properties other than the homepage SSAI has no looping restriction except in cases where it may annoy our users. If you are concerned about this issue please contact the SSAI webmaster for details.

Rapidly strobing animation can cause discomfort in users - SSAI reserves the right to refuse ads that contain extremely rapid transitions and effects.

**Section V: Audio Ads**

Audio ads are a prohibited form of advertisement on the SSAI website as a courtesy to our users.

**Section VI: Misleading Ads**

Advertisements cannot mislead the user. For example, they may not mimic or resemble Windows/Mac/Unix dialogue boxes, error messages, or the like.

Examples: Windows OS dialog boxes which say "Deleting hard drive - click to cancel".

Advertisements cannot resemble SSAI content.



Advertisements cannot contain graphics that simulate interactivity (i.e. drop down menus, search boxes etc.) without that functionality actually existing.

**Section VII: Click through Behavior**

All ads with a URL link will open in a new window.

**Section VIII: Ad format**

Ads must be sent to the webmaster in JPEG image or GIF image format. Ads should be ready to post and require no editing by the webmaster unless a special arrangement is made.