

- **File Specs:** 72 dpi RGB jpeg at 360x840 pixels
- **File Naming Format:** year (4 digits)_month (2 digits)_business name
 - example: 2019_01_SoudertonBID
- Feel free to send in multiple ads to go up throughout the year. Just label each image with the appropriate year_month. However, only one image is allotted per month
- Please provide a back up/default image. In the event that an ad file is somehow lost or a current ad goes out of date, we can revert to a temporary file so that until issue is resolved.
- **AD Timing:** ads must be placed by 20th day of month preceding their intended ad post month. If you wish for your ad to go up in February of 2019, please have your image/ad uploaded by January 20th, 2019.
- If you have any other questions or concerns, please do not hesitate to contact the BID Coordinator, Robbie Yurasits at 215-723-6627 or coordinator@soudertonbid.com
 - Travis Hunsberger is the Owner of Profile Image, and has agreed to a fixed rate of \$65 to design an ad/image for the sign if a business does not have one.
 - Contact him at 215-723-7100 or info@theprofileimage.com

