Website event posting – ads and calendar listings

The rotating web ads on the district and college websites have a prominent position on the home page. It is imperative that the images be readable and graphically pleasing. At 295 x 215 pixels, a limited amount of text can be placed within the images. All images link to a calendar page with a full listing of the event, allowing for details when not enough space is available within the image.

The font size in the ad must be large and bold enough that is clear and legible when the ad is viewed at the size it will appear on the website. It is generally recommended to use a font size of at least 12 points, an easily readable font style, and no more than 15 words in a web ad. The ad must meet ADA accessibility requirements for readability and color contrast.

An event poster or flyer cannot be shrunk into a web ad unless the text is resized and extraneous information is removed. The best practice for an event web ad is to include only the name of the event, date, time and location (room and college). Use abbreviations if necessary, such as Feb 6, 2 pm.

All web ads must be submitted to Lorena Ruggero (Grossmont) or Dave Francis (Cuyamaca) for review. Requests for web ads should be submitted at least 10 days before the event.

Anyone submitting a web ad must also submit an event listing that will be used to link to the ad. To post an event, go to the More Events page on the district or college websites, click on the Submit An Event button, and enter the event information. Web ads will not be posted unless a calendar listing has been submitted.

Questions? Contact:

District: Anne Krueger or Della Elliott

Grossmont: Lorena Ruggero or Jamie Gassert

Cuyamaca: Dave Francis or Rocky Rose