

BrownCounty.com Image Guidelines

In the course of developing this site, we have created a significantly more visual user experience, featuring more image-driven content and less voluminous text.

For responsive display across all devices, pictures cannot have “headlines/sell text” or logos as part of the image file, and other components of what you might call a traditional ad.

Photos should be real-life images a visitor could experience in Brown County. No collages, Photoshop created images, or images with text overlay will be accepted. The goal is to pique visitors’ interest, so they will click your tile to lead them your promotion.

Some quick tips to keep in mind when selecting your photo.

- Keep the image simple, less is more.
- No text overlay or logos
- Take photos in landscape.
- Consider Title and Subtitle placement, more text = less image visibility
- Consider the light text color used on ad blocks. Images light in color will not display your message well.

Image Sizes

[Category Landing Page Ad](#) (Stay, Shop, Do, Taste)

Category Large (562 x 470)

Subtitle ~ 30 characters

Copy ~ 100 characters

Category Medium (562 x 215)

Title ~ 30 characters

Subtitle ~ 40 characters

Category Small (276 x 215)

Title ~ 15 characters

[Subcategory Page Ads](#)

Subcategory Large (272 x 413)

Title ~ 18 characters

Subtitle ~ 30 characters

Subcategory Small (272 x 272)

Title ~ 18 characters

Subtitle ~ 30 characters

[Listings](#)

Listing Image (540 x 355)

[Event Calendar](#)

Event Calendar Images (834 x 417)