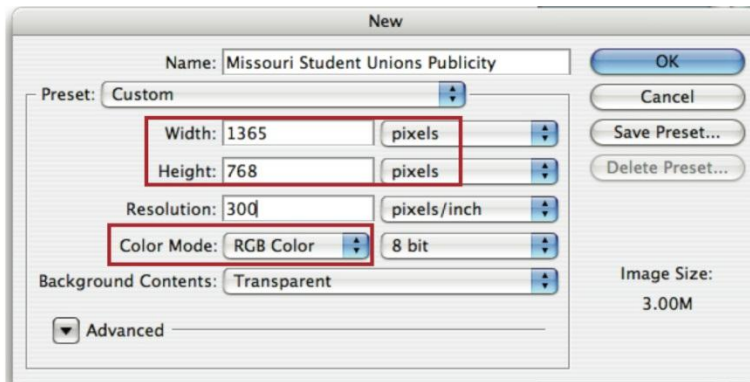
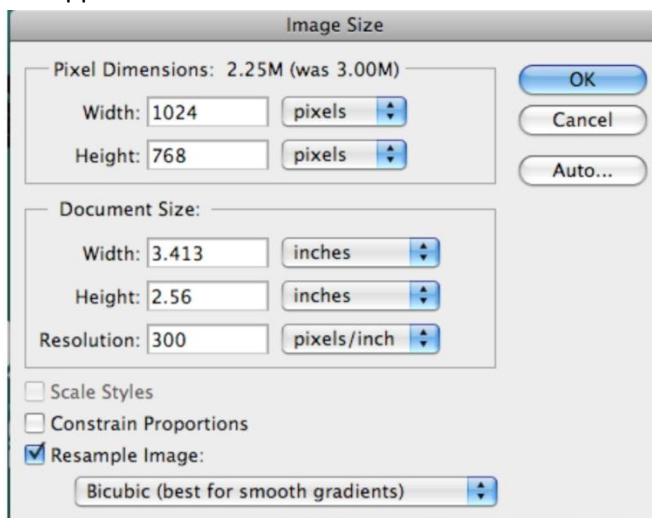


Creating Digital Display Ads for the Gaines/Oldham Black Culture Center

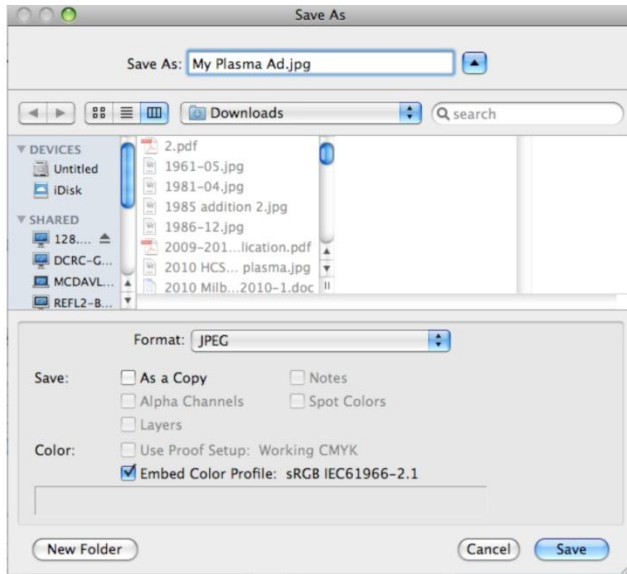
1. **Create a Photoshop document** that is 1365 pixels by 768 pixels. The document **MUST** have an RGB color profile.



2. **Design your plasma ad.** Use large fonts and be brief, plasma ads are only on the screen for 10-15 seconds and are usually viewed from a distance.
3. **Adjust the image dimensions** to 1024x768 pixels for better display performance on the plasma screens. This can be done choosing image > image size from the Photoshop menu bar. Make sure that the “constrain proportions” box is not checked and then adjust the width to be 1024 pixels with the height remaining the same at 768 pixels. The image will appear scrunched, but will appear best on the monitor.



4. **Save the document as a jpg.** Click on File > Save As from the Photoshop menu bar. Make sure that JPEG is chosen for the document format.



5. **Submit your Digital Display Ad.** Submit your Digital Display Ad and required information at www.gobcc.missouri.edu/reservations by 5:00pm the Wednesday before the week you would like your ad to be displayed.