

ADVERTISE YOUR BUSINESS ON LOADHOUND

Why? Because LoadHound appeals to the trucking companies you want as customers.

How? Compared to other load boards, LoadHound is by far the easiest to use. LoadHound also has more standard features for a lower price than any other load board on the internet...period.

LOADHOUND AD CONTENT STANDARDS & GUIDELINES

REQUIRED DIMENSIONS FOR BANNER ADS:

Note: All dimensions are in pixels.

Ad Locations	Dimensions	File Size	File Format
Right Side Vertical Banner	120x240	30k	jpg, png, gif
Right Side ½ Vertical Banner	120x120	20k	jpg, png, gif
Right Side Button	120x90	20k	jpg, png, gif
Bottom Leaderboard	728x90	40k	jpg, png, gif
Bottom Full Banner	468x 60	30k	jpg, png, gif
Bottom Half Banner	234x 60	20k	jpg, png, gif

AD COPY REQUIREMENTS:

- All ads must contain clear messaging.
- All ads must feature a visible border or a background color that clearly distinguishes them from LoadHound.
- No ad may not resemble or alter LoadHound Homepage content at any time (i.e. resembling LoadHound buttons).
- No ad may appear to be a cutout with a dotted line.
- No rollover functionality permitted in any ads.
- Profanity is prohibited from being used in ad copy or imagery. All content being advertised should be suitable for a mass audience.
- Ads and/or landing page cannot contain any sexually suggestive or explicit content. All content being advertised should be suitable for a mass audience.
- Images, logos, fonts must be of high resolution/good quality. Loud, clashing colors, poor resolution images and fonts, intrusive, high-annoyance design elements (e.g. pulsating, flashing, or blinking animation) are not allowed.
- If a coupon is featured in the ad, it cannot link to a page that requires the user to download software before printing the coupon.
- All ads are subject to review and approval by LoadHound.

LANDING PAGES:

The offer in the ad must be present above the fold on the initial landing page and must be consistent with the ad's messaging.

Landing page(s) must be live for content review prior to campaign launch.

No pop-ups/pop-unders are permitted on the destination URL nor may they be triggered from the back button.

MISCELLANEOUS:

Advertisers must ensure that any advertising that claims to offer items for "free" fully complies with all state and federal guidelines with respect to the use of the term "free" in advertising. Any sign-ups, promotions or special offers must also adhere to these restrictions and guidelines.

Advertisers must ensure that any advertising offering "free" items discloses all material terms and conditions for obtaining the free item (e.g. advertising may not suggest that an item is "free" when receiving the item is in fact conditioned upon signing up for or purchasing the advertiser's good or service, unless that fact is properly disclosed).

If there are any questions regarding these requirements, please contact us at: advertising@loadhound.com. We thank you in advance for your business and look forward to working together.