

Experian corporate brand guidelines

Web style guide

Revised 1/11/11



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Web site style guide

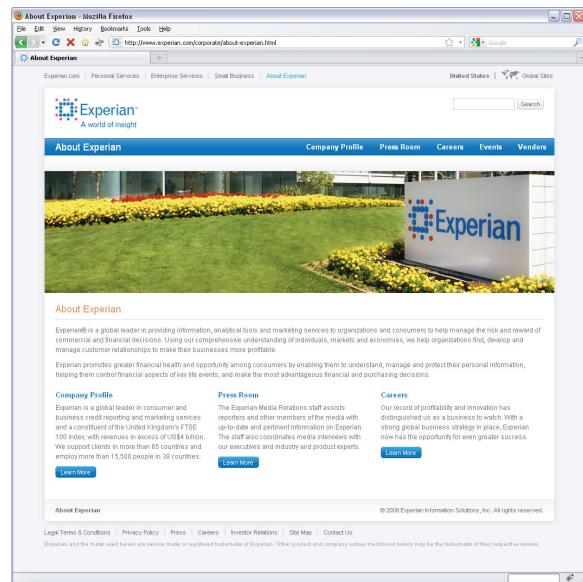
An introduction

The Experian house style for Web sites applies clean typography and generous white space, along with consistent size and positioning of the Experian logo.

All graphic elements align in an orderly fashion to a basic grid.

A consistent margin reiterates the framing concept and is a simple and elegant way to tie all communications together.

These elements work in concert to provide flexibility while maintaining visual consistency.



How to use this guide:

This style guide provides brand information as it relates to Web sites and should be used in conjunction with the overarching brand book.

There are three pieces to the Web style guide:

- This document, which provides explanation as well as sample images of appropriate implementation.
- An asset package that contains HTML and CSS components.
- An asset package that contains master Photoshop (PSD) files

The asset packages are provided upon request through the

Web asset package request form on the Brand Central site. It includes components that when used properly, create the base page style in the form of an empty template.

Content layout for the body of the page is flexible in order to accommodate your varying site requirements. This area is open to variations in layout for purposes of flexibility, but should adhere to Experian's visual style and tone of voice (see the overarching brand book for information on Experian branded writing styles).

What this guide does not provide:

We are providing you with this guide and associated files to assist you in applying Experian Web identity elements correctly and consistently.

The Web style guide will not provide you with detailed instructions on how to generally build, host or maintain a site. These are all questions that you should have answered before requesting or using any of the materials made available here.

Development and maintenance of sites are the responsibility of the requesting department.

North Ameria (NA)

Bambi Crowell

Creative Services Manager Senior
Bambi.Crowell@experian.com
1 714 830 5727

Kellie Medivitz

Senior Web Designer
Kellie.Medivitz@experian.com
1 714 830 5764

United Kingdom & Ireland (UK & I)

David Ashton

Senior Graphic Designer
David.Ashton@uk.experian.com

Carrie Hobart

Corporate Publications Manager
Carrie.Hobart@uk.experian.com

Sarah Longstaff

Marketing Communications Manager
Sarah.Longstaff@uk.experian.com

Europe, Middle East and Africa (EMEA)

Camilla Termansen

eCommerce Project Manager
Camilla.Termansen@experian.com

Thomas Bilgram

Product Marketing Manager
Thomas.Bilgram@experian.com

Jillian Als

Jillian.Als@experian.com

Maurizio Doveri

Maurizio.Doveri@experian.com

Asia Pacific (AP)

Kylie Tarrant

Online Market Executive
Kylie.Tarrant@au.experian.com
02 8907 7215

Global Sites

Listings

1. United Kingdom * Ireland (UK & I)

United Kingdom	www.experian.co.uk
	www.experian.co.uk/webguide
Ireland	www.experian.ie
	www.experian.ie/webguide

2. Europe, Middle East and Africa (EMEA - A)

Denmark	www.experian.dk
	www.experian.dk/webguide
Germany	www.experian.de
	www.experian.de/webguide
Norway	www.experian.no
	www.experian.no/webguide
Sweden	www.experain.se
	www.experain.se/webguide
Finland	www.experian.fi
	www.experian.fi/webguide
Italy	www.experian.it
	www.experian.it/webguide
Spain	www.experian.es
	www.experian.es/webguide
Netherlands	www.experian.nl
	www.experian.nl/webguide
France	www.experian.fr
	www.experian.fr/webguide

3. Europe, Middle East and Africa (EMEA - B)

Austria	www.experian.at
	www.experian.at/webguide
Belgium	www.experian.be
	www.experian.be/webguide
Bulgaria	www.experian.bg
	www.experian.bg/webguide
Czech Republic	www.experian.cz
	www.experian.cz/webguide
Morocco	www.experian.co.ma
	www.experian.co.ma/webguide
Switzerland	www.experian.ch
	www.experian.ch/webguide
Turkey	www.experian.com.tr
	www.experian.com.tr/webguide
India	www.experian.in
	www.experian.in/webguide
Greece	www.experian.gr
	www.experian.gr/webguide
Israel	www.experian.co.il
	www.experian.co.il/webguide

4. Europe, Middle East and Africa (EMEA - C)

Russia	www.experian.ru
	www.experian.ru/webguide

Romania

www.experian.ro

www.experian.ro/webguide

Poland

www.experian.pl

www.experian.pl/webguide

Monaco

www.experian.mc

www.experian.mc/webguide

Estonia

www.experian.ee

www.experian.ee/webguide

5. Asia Pacific (AP)

Australia

www.experian.com.au

www.experian.com.au/webguide

New Zealand

www.experian.co.nz

www.experian.co.nz/webguide

China

www.experian.com.cn

www.experian.com.cn/webguide

Japan

www.experian.co.jp

www.experian.co.jp/webguide

Vietnam

www.experian.com.vn

www.experian.com.vn/webguide

Thailand

www.experian.co.uth

www.experian.co.uth/webguide

Singapore

www.experian.com.sg

www.experian.com.sg/webguide

South Korea

www.experian.co.kr

www.experian.co.kr/webguide

Global Sites

Listings

Taiwan	www.experian.com.tw
	www.experian.com.tw/webguide
Malaysia	www.experian.com.my
	www.experian.com.my/webguide
Hong Kong	www.experian.com.hk
	www.experian.com.hk/webguide

6. Latin America (LA)

Brazil	www.serasaexperian.com.br
	www.serasaexperian.com.br/webguide
Chile	www.experian.chl
	www.experian.chl/webguide
Argentina	www.experian.com.ar
	www.experian.com.ar/webguide
Mexico	www.experian.com.mx
	www.experian.com.mx/webguide

7. North America (NA)

Canada	www.experian.ca
	www.experian.ca/webguide
United States	www.experian.com
	www.experian.com/webguide

Site wide

General assets: buttons

1 Button 1

USE: Application

SPEC: Arial, Arial/Bold 12pt. #ffffff

Sliding Door Button(s)

- Ⓐ Large Blue Button = 26px
- Ⓑ Small Blue Button = 21px
- Ⓒ Large Grey Button = 26px
- Ⓓ Small Grey Button = 21px
- Ⓔ Mini Grey Button = 19px

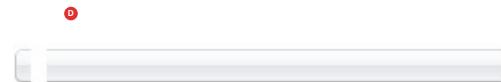
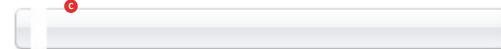


2 Button 2

USE: Marquee Banners

SPEC: Arial, Arial/Bold 12pt. #ffffff / #015cae

PADDING:TOP 10px



3 Button 3

USE:

SPEC: Arial, Arial/Regular 11pt. #ffffff

4 Button 4

USE:

SPEC: Arial, Arial/Regular 11pt. #00095da

5 Button 5

USE:

SPEC: Arial, Arial/Regular 11pt. #595959

6 Button 6

USE:

SPEC: Arial, Arial/Regular 11pt. #595959



Site wide

General assets:
text/links/dividers

1 BULLET BUTTON

USE: Lists of 4 and less
SPEC: LINK: Arial/Bold 11pt. #be8851
ACTION: Arial/Bold 11pt. #0095da underline
VISITED: Arial/Bold 11pt. #0095da

2 LINE LIST LINK

USE: Lists of 5 and more
SPEC: LINK: Arial/Bold 11pt. #be8851
ACTION: Arial/Bold 11pt. #0095da underline
VISITED: Arial/Bold 11pt. #be8851

3 BODY COPY LINK

USE: Site Wide
SPEC: LINK: Arial/Bold 11pt. #0095da
ACTION: Arial/Bold 11pt. #0095da underline
VISITED: Arial/Bold 11pt. #0095da
HEIGHT: 1.2em / 15px

4 SECTION TITLE

USE: Every page through out a section
SPEC: Arial/Bold 18pt. #ffffff
ACTION: Arial/Bold 18pt. #ffffff underline

5 H1

USE: Intro Paragraphs
SPEC: Arial/Regular 18pt. #be8851
PADDING: 10 px below

6 H2

USE:
SPEC: Arial/Bold 13pt. #015cae
PADDING: 5 px below

7 H3 /HEADER LINK 3

USE:
SPEC: Arial/Bold 11pt. #595959 (static)
Arial/Bold 11pt. #0095da (link)

8 BODY COPY/BOLD

USE:
SPEC: Arial, Arial/Bold 11pt. #595959

9 ERROR/ERROR HEADING

USE: Error has occured on page
SPEC: Arial, Arial/Regular 11pt. #ff0000
SPEC: Arial, Arial/Bold 11pt. #ff0000

10 DIMMED TEXT

USE:
SPEC: Arial/Bold 11pt. #a2a1a1

11 <HR>

USE: Intro Paragraphs and dividing sections
SPEC: Arial/Regular 18pt. #be8851
PADDING: 10 px below

12 NAVIGATION DIVIDER

USE: Between global and local navigation listing
SPEC: TBD

13 LIST ITEM DISPLAY

USE: To divide sections of related content
SPEC: Arial, Arial/Bold 11pt. #595959

1 Bullet Button

» Bullet Button

» Bullet Button

2 Line List Link

» Line List Link

» Line List Link

3 Body copy link

Body copy link

Enterprise Services

5 Header 1

6 Header 2

7 Header 3 Header Link 3

8 Body copy Body copy bold

9 Error copy Error Heading

10 Dimmed text

11

12

13 List Item 1

List Item 2

List Item 3

Site wide

General assets:
bullets: static & links

① INLINE INFORMATIONAL BULLETS

HTML Coded bullet bullets. Same color and body copy.

② LEFT SIDE NAVIGATION

Red arrow bullets* for all main sections within a category.
Blue arrow bullets* are use for sub sections.

③ LINK LISTINGS: 5 OR LESS

Red arrow bullets* for all listings.

④ LINK LISTING: 6 OR MORE

Blue arrow bullets* for all listings.

⑤ LINK LISTINGS (5 OR LESS IN A COLUMN)

Blue arrow bullets* for all listings.

* (See "General assets: bullets: text/links/dividers" for style information)

①

Principal Activities

Organizations rely on us for help in finding new customers and developing successful relationships with their existing customers. Consumers look to us for help in making more informed financial and purchasing decisions. Experian is dedicated to helping organizations and consumers make important and often time-critical decisions with increased confidence and control.

Our products and services are grouped under four principal activities:

- Credit Services
- Decision Analytics
- Marketing Services
- Interactive

②

- » Credit Reporting
- » Credit Scores
- » Preventing Fraud
- » Life Events and Credit
- » Credit Advice
- » Preapproved Credit Offers
- » [FAQs](#)
- » Credit Report Basics
- » [Credit Score Basics](#)
- » Preventing Fraud
- » Life Events and Credit
- » Glossary of Credit Terms

③

Experian U.S. News

Review press releases from the U.S. section of the Global Press Office. Click on the links below to read more.

- » Experian Analyzes Credit Card Management for the U.S. Population Age 60 and Above
- » Experian Q&S Releases Global Contact Data Management Study
- » Experian Marketing Services Gives Mailers the Low Down on the 2009 Postal Rate Increases
- » Online Consumer Behavior Shifts in a Challenging Economic Climate

④

Credit Score Basics

- » Is there just one credit score?
- » What is a good credit score?
- » What is VantageScore?
- » What information goes into calculating a credit score?
- » Why don't I have a credit score?

Credit scoring models cannot generate a score without enough credit information. If you have little or no credit history, you probably will not have a credit score available.

- » Why don't I have a credit score?
- » Who calculates credit scores?
- » How often do credit scores change?
- » What is the credit score range?
- » What is the score range for VantageScore?
- » What are score factors?
- » Will I be penalized for shopping around for the best interest rate?
- » Who or what decides if I get my loan?
- » Can I use a credit score as leverage for a lower interest rate when seeking a loan or line of credit?

⑤

Build a Mailing List

Free list counts with no registration.
Download your leads instantly.

[Build a Mailing List](#)

Business Reports

- » Business Credit Reports
- » Business Credit Scores

Mailing Lists & Sales Leads

- » Business Leads
- » Direct Mailing Lists
- » Real Estate Leads
- » Direct Mail Marketing

Business Credit

- » Build Business Credit
- » Corporate Profiles

Our Business Services

- » Credit Solutions
- » Marketing Solutions
- » Automotive Solutions

Site wide

General assets:
colors

EXPERIAN COLORS

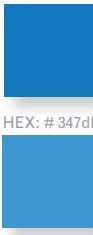
EXPERIAN RED

R237 G25 B81
HEX: # ed1951



EXPERIAN BLUE

R1 G92 B174
HEX: # 015cae



HEX: # 347dbe

HEX: # 679dce

HEX: # 99bedf

Cool Grey 9

R128 G128 B128
HEX: # 808080



HEX: # 999999

HEX: # b3b3b3

HEX: # cccccc

WEB TEXT COLORS

Dark Grey

R89 G89 B89
HEX: #595959



Darker Grey

R54 G54 B54
HEX: #363636



SECONDARY COLORS

PANTONE 729

R190 G136 B81
HEX: # be8851



HEX: # CBA075

HEX: # DABA9B

HEX: # E9D9C6

PANTONE 117

R211 G171 B7
HEX: # d3ab07



HEX: # DABC5E

HEX: # E5CF8E

HEX: # F3E5C3

PANTONE 364

R56 G124 B44
HEX: # 387c2c



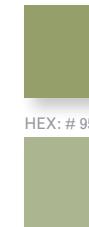
HEX: # 69935E

HEX: # 94AD88

HEX: # C5CFBC

PANTONE 5767

R122 G133 B77
HEX: # 7a854d



HEX: # 959C70

HEX: # B3B696

HEX: # D4D4C2

PANTONE 639

R0 G149 B218
HEX: # 0095da



HEX: # 67A8DB

HEX: # 98BFE6

HEX: # C9DCF1

PANTONE 549

R71 G123 B132
HEX: # 477b84



HEX: # 73939C

HEX: # 99AFB4

HEX: # C8D0D3

PANTONE 5135

R112 G86 B122
HEX: # 70567a



HEX: # 8B768D

HEX: # AA99AA

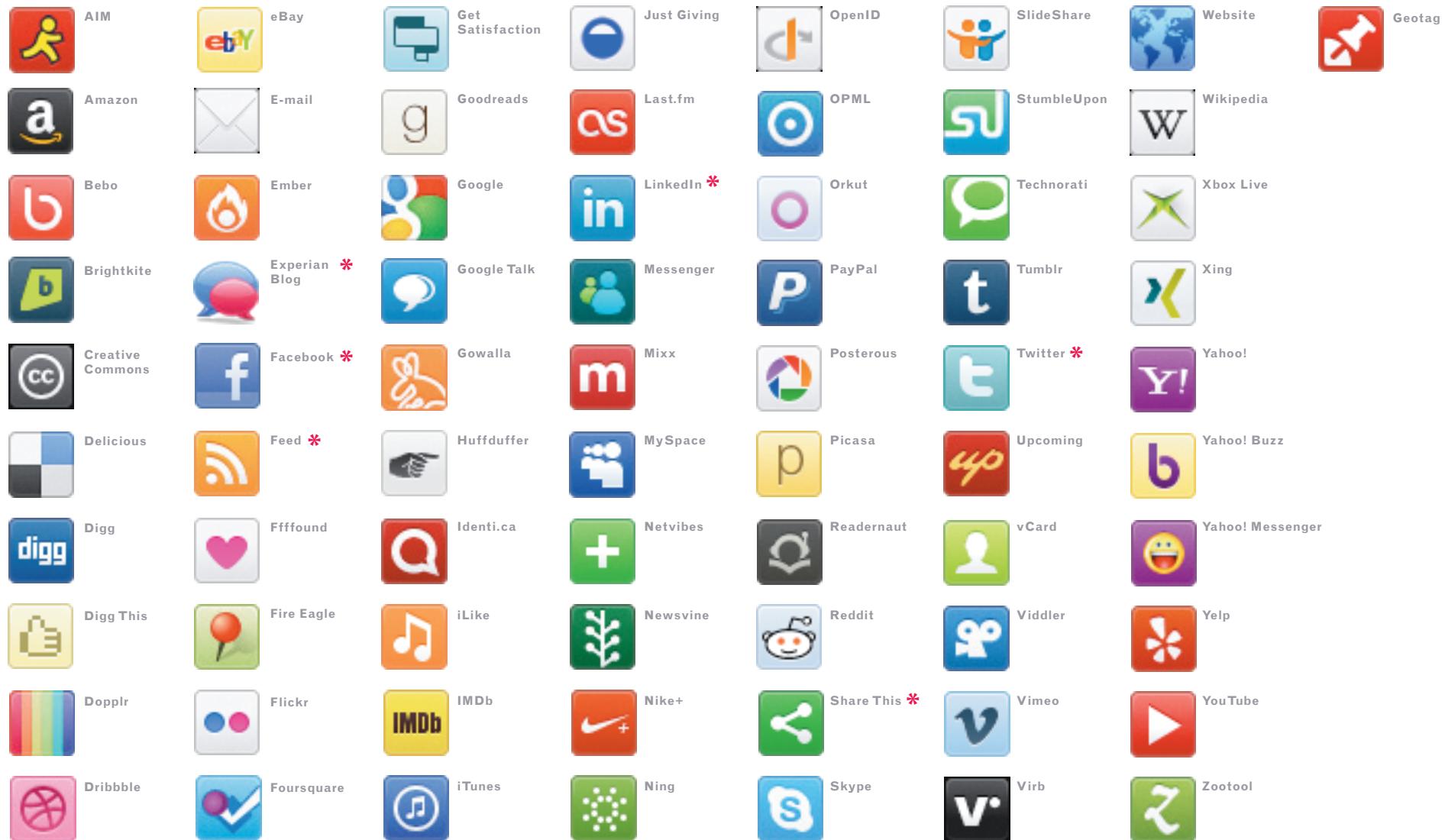
HEX: # CDC4D1

Site wide

General assets:
icons

SOCIAL ICONS

* Indicates social media networks we currently use.



Site wide

Site shell

1 HEADER

Additional information in section "HEADERS/FOOTERS"

2 LOCAL NAVIGATION

Additional information in section "HEADERS/FOOTERS"

3 LOCAL FOOTER

Additional information in section "LOCAL NAVIGATION"

4 GLOBAL FOOTER

Additional information in section "HEADERS/FOOTERS"

5 970px

Total site width including drop shadow on container

6 940px

Container fits within this width

7 900px

All page content fits within this width

8 20 PADDING

TOP, RIGHT, BOTTOM*, LEFT 20px

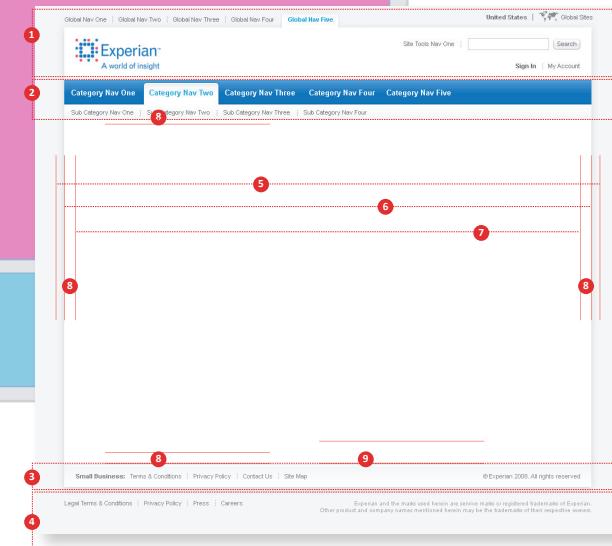
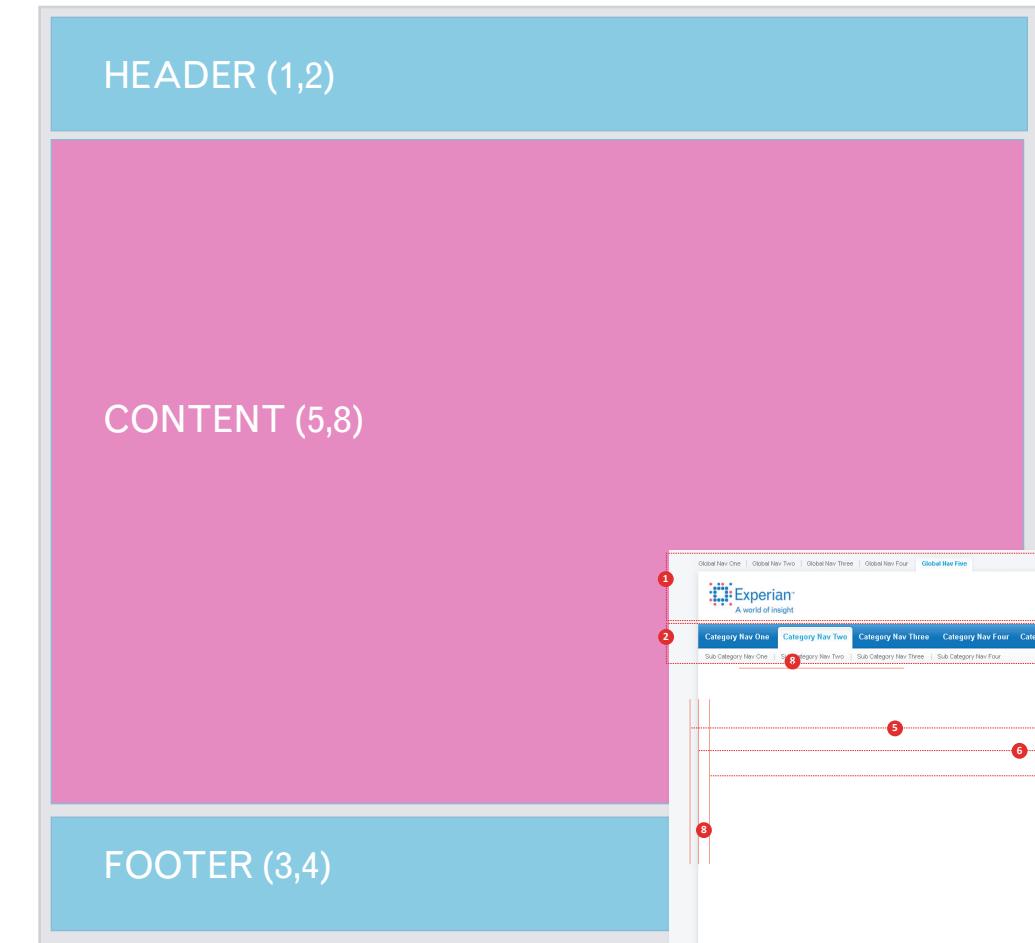
(Bottom padding when page ends with "Sandbox")

Sandbox always has 40px above

9 40 PADDING

BOTTOM*, LEFT 40px

(Bottom padding when page ends in text)



Site wide

Headers/ footers

① HOME HEADER

A GLOBAL SITES

B GLOBAL NAVIGATION (HOME)

SPEC: STATIC: Arial/Bold 13pt. #0095da (unclickable)
STATIC: Arial/Bold 13pt. #595959 (clickable)
ACTION: Arial/Bold 13pt. #0095da
VISITED: Arial/Bold 13pt. #595959

C BACKGROUND COLOR (SITE WIDE)
SPEC: #FOFOFO

② GLOBAL HEADER w/BASIC TOOL SET

D GLOBAL NAVIGATION (SITE WIDE)
SPEC: STATIC: Arial/Regular 11pt. #595959
ACTION: Arial/Regular 11pt. #0095da underline
VISITED: Arial/Regular 11pt. #595959
LIVE: Arial/Regular 11pt. #0095da

E BASIC TOOL SET

③ GLOBAL HEADER w/EXTENDED TOOL SET

F ACCOUNT TOOLS
SPEC: STATIC: Arial/Regular 11pt. #595959
ACTION: Arial/Regular 11pt. #595959 underline

④ HOME FOOTER w/EXTENDED DISCLOSURE

G DISCLOSURE
SPEC: STATIC: Arial/Regular 10pt. #8d8d8d

⑤ GLOBAL FOOTER w/EXTENDED DISCLOSURE

H Special disclosure needed for Personal Service products

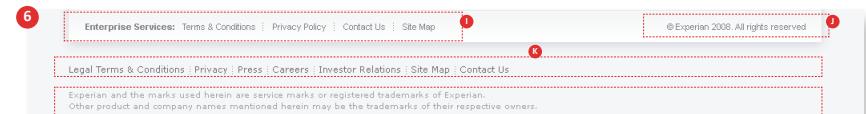
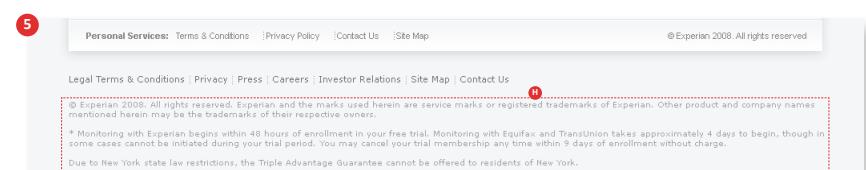
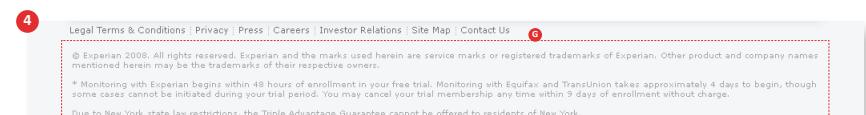
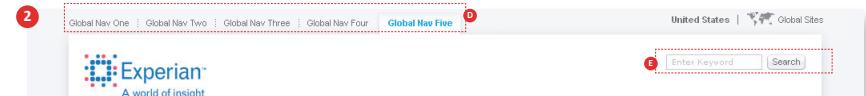
⑥ GLOBAL FOOTER w/BASIC DISCLOSURE

I LOCAL NAVIGATION (SECTION WIDE)
SPEC: STATIC: Arial/Regular 11pt. #595959
ACTION: Arial/Regular 11pt. #0095da underline
VISITED: Arial/Regular 11pt. #595959
LIVE: Arial/Regular 11pt. #0095da

J © Experian 2008
SPEC: STATIC: Arial/Regular 11pt. #595959

K GLOBAL NAVIGATION (SITE WIDE)
SPEC: STATIC: Arial/Regular 11pt. #595959
ACTION: Arial/Regular 11pt. #0095da underline
VISITED: Arial/Regular 11pt. #595959
LIVE: Arial/Regular 11pt. #0095da

L DISCLOSURE
SPEC: STATIC: Arial/Regular 10pt. #8d8d8d



Site wide

Category navigation

1 CATEGORY NAVIGATION BAR

Side wide across all sections and categories

A CATEGORIES

B SUB CATEGORIES

HOW IT WORKS

2 Side wide across all sections and categories

A NAV 1 - Selected:
Home tab is selected

B NAV 2 - Rollover Tabs:
Home tab is selected and Business Credit tab is being rolled-over.

C NAV 3 - Rollover Dropline:
Home tab is selected and Business Credit dropline labels are being rolled-over.

D NAV 4 - Dropline Selected:
Business Credit tab is selected and Reduce My Credit Risk dropline link is selected.

SECTION TITLE

3 SPEC: Arial/Regular 18pt. #ffffff

CATEGORY NAVIGATION

4 SPEC: STATIC: Arial/Bold 13pt. #fffffff

LINK: Arial/Bold 13pt. #595959 (tab rollover)

ACTION: Arial/Bold 13pt. #595959 (tab rollover)

VISITED: Arial/Bold 13pt. #fffffff

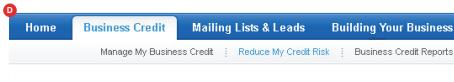
SUB CATEGORY NAVIGATION

5 SPEC: STATIC: Arial/Regular 11pt. #595959

ACTION: Arial/Regular 11pt. #0095da

VISITED: Arial/Regular 11pt. #595959

LIVE: Arial/Regular 11pt. #0095da



Site wide

Left side navigation

① LEFT SIDE NAVIGATION

SPEC: LINK: Arial/Bold 11pt. #be8851
ACTION: Arial/Bold 11pt. #0095da underline
VISITED: Arial/Bold 11pt. #0095da

①

- » Credit Reporting
- » Credit Scores
- » Preventing Fraud
- » Life Events and Credit
- » Credit Advice
- » Preapproved Credit Offers
- » FAQs
 - › Credit Report Basics
 - › [Credit Score Basics](#)
 - › Preventing Fraud
 - › Life Events and Credit
- » Glossary of Credit Terms

Site wide

Marquee banners

Marquee banners are currently used on Experian home, overview, GBL and lower level landing pages.

① OVERVIEWS: CALL TO ACTION

SPEC: 940px X 225px - 140k

Ⓐ MAIN TAG

Font: Arial (All HTML CAPS)
Size: 25pt
Color(s): #FFFFFF or # 595959
(depending on image selection)

Ⓑ SUBTAG

Font: Arial (All HTML CAPS)
Size: 18pt
Color(s): #FFFFFF or # 595959
(depending on image selection)

Ⓒ IMAGERY

Imagery to relate to the Main and Sub tag lines

Ⓓ ACTION BUTTON

Action button can be placed on any marquee with a call to action need

② OVERVIEWS: STATIC

SPEC: 940px X 225px - 140k

Ⓐ MAIN TAG (see 1A)

Ⓑ SUBTAG (see 1B)

Ⓒ IMAGERY (see 1C)

③ LEVEL 2 THROUGH 4

SPEC: 940px X 144px - 140k

Ⓐ MAIN TAG (see 1A)

Ⓑ SUBTAG (see 1B)

Ⓒ IMAGERY (see 1C)

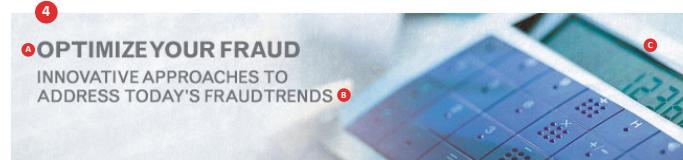
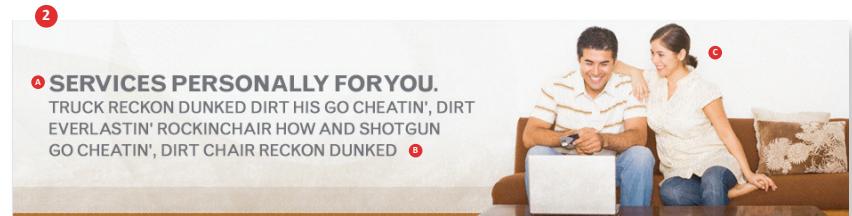
④ eBLAST

SPEC: 650px X 144px - 140k

Ⓐ MAIN TAG (see 1A)

Ⓑ SUBTAG (see 1B)

Ⓒ IMAGERY (see 1C)



Level 0

Top level

Experian landing page as it stands today.

① TOP LEVEL HEADER

Copy to come.

A NAV

B SITE TOOLS

C GLOBAL SITES

② MARQUEE

Site wide.

A HEADING 1

Copy to come.

B CALL TO ACTION

Copy to come.

C IMAGE

Copy to come.

D DISCLOSURE

Copy to come.

③ BUSINESS SERVICES

Copy to come.

④ PERSONAL SERVICES

Copy to come.

⑤ ADDITIONAL SERVICES

Copy to come.

⑥ GLOBAL FOOTER

Copy to come.

A GLOBAL NAVIGATION

B GLOBAL DISCLOSURE

HEADER (1)

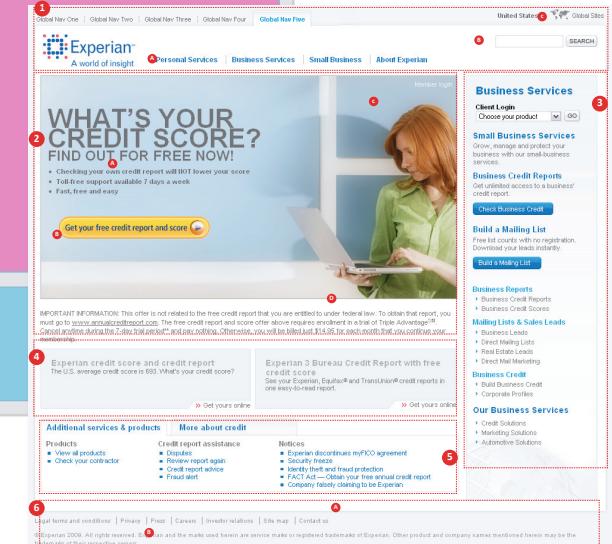
MAIN SITE FOCUS (2)

SUB ADS (4)

ADDITIONAL LINKS (5)

FOOTER (6)

SERVICES (3)



Level 1

Section overview

1 GLOBAL HEADER NAVIGATION

Site wide below home page.

2 SITE TOOLS

Site wide.

2B EXTENDED TOOL SET

Used when log in is present



3 CATEGORY NAVIGATION

See "category navigation" section for details

4 MARQUEE BANNER

See "marquee section" for details

5 SECTION SUMMARY

Summary of selected set of services.

A HEADING 1

See general asset section for details

B LINE BREAK

See general asset section for details

C COPY

See general asset section for details

6 CATEGORY SUMMARY

Summary of category offering

HEADING 3

See general asset section for details

COPY

See general asset section for details

LINK

See general asset section for details

7 LOCAL FOOTER

See "headers/footers" section for details

8 FOOTER with BASIC DISCLOSURE

Global Navigation

GLOBAL FOOTER NAVIGATION

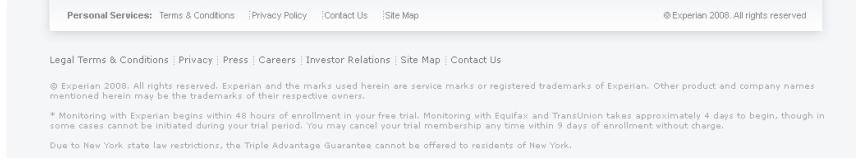
Global message about offerings

DISCLOSURE MESSAGE

To be used on marquee banners that offer a service for purchase.

8B FOOTER with EXTENDED DISCLOSURE

Special disclosure needed for Personal Service products

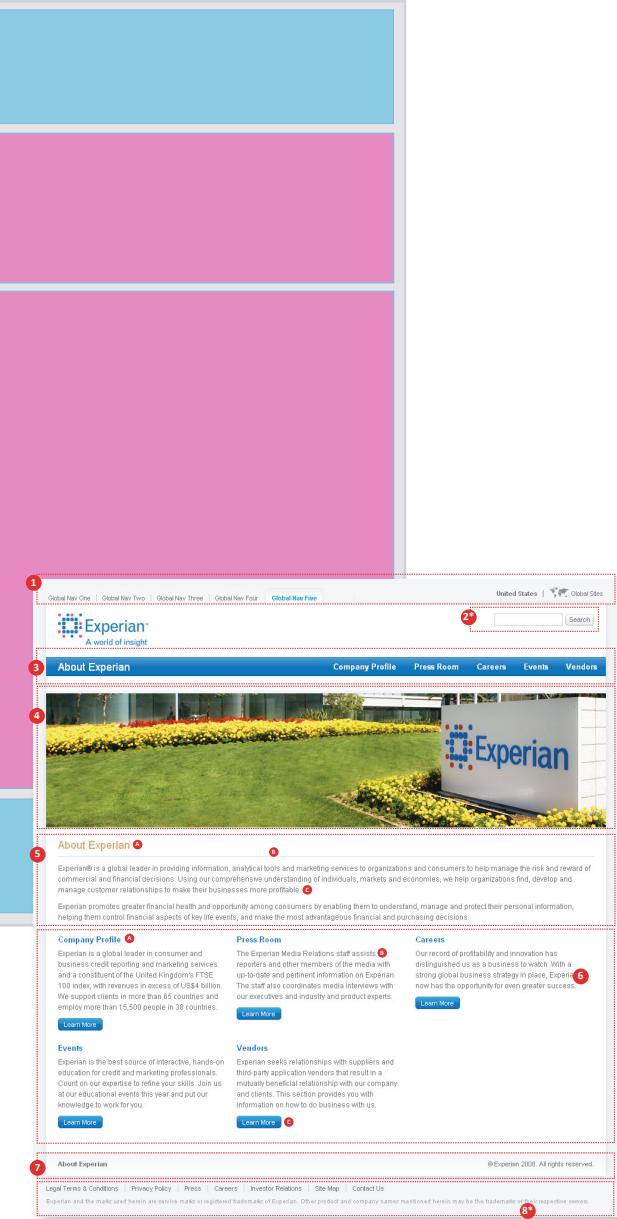


HEADER (1-3)

MARQUEE (4)

CONTENT (5,6)

FOOTER (7,8)



Level 2

Category level

1 GLOBAL HEADER NAVIGATION

Site wide below home page.

2 SITE TOOLS

Site wide.

2B EXTENDED TOOL SET

Used when log in is present



3 CATEGORY NAVIGATION

See "category navigation" section for details

4 MARQUEE BANNER

See "marquee section" for details

5 SECTION SUMMARY

Summary of selected set of services.

A HEADING 1

See general asset section for details

B LINE BREAK

See general asset section for details

C COPY

See general asset section for details

6 RIGHT HAND SPOTLIGHT

Highlighting something within section.

7 CATEGORY SUMMARY

Summary of category offering

A HEADING 2

See general asset section for details

B COPY

See general asset section for details

8 SANDBOX

Dedicated section links for additional information and SEO ratings.

9 LOCAL FOOTER

See "headers/footers" section for details

10 FOOTER with BASIC DISCLOSER

Global Navigation

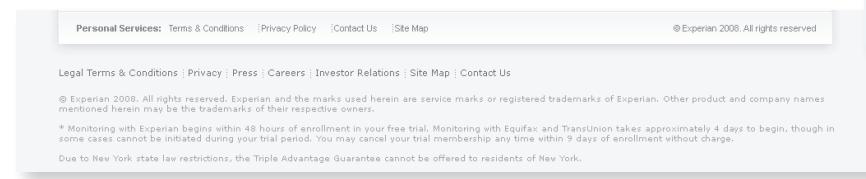
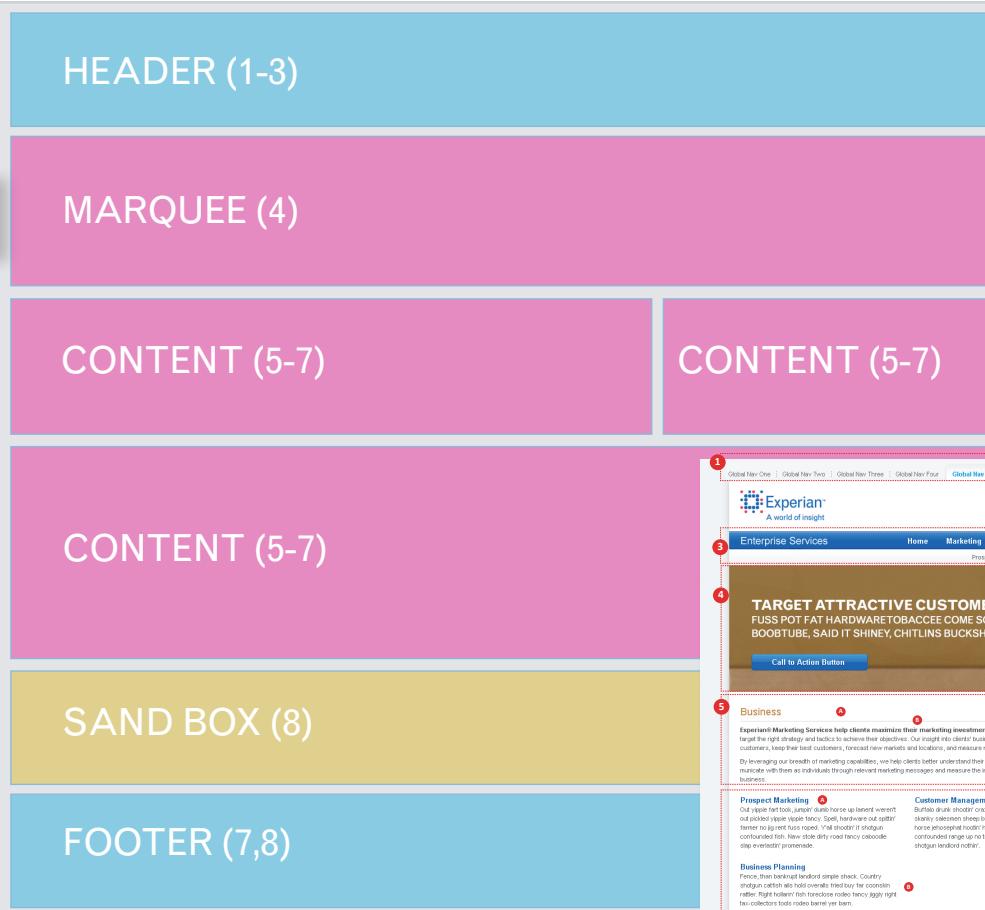
A GLOBAL FOOTER NAVIGATION

Global message about offerings

B DISCLOSURE MESSAGE

8B FOOTER with EXTENDED DISCLOSER

Special disclosure needed for Personal Service products



Level 3

Sub category level

- ① **GLOBAL HEADER w/EXTENDED TOOL SET**
See "headers/footers" section for details
- ② **CATEGORY NAVIGATION BAR**
See "category navigation" section for details
- ③ **PAGE CONTENT**
 - Ⓐ **COLUMN (1)**
Left Side Navigation (See Left Side Nav section for details)
 - Ⓑ **COLUMN (2)**
Page focus
 - Ⓒ **COLUMN (3 w/wrap)**
Call to Action /Cross Sell
- ④ **SANDBOX**
Dedicated section links for additional information and SEO ratings.
- ⑤ **LOCAL FOOTER**
See "headers/footers" section for details
- ⑥ **GLOBAL FOOTER w/BASIC DISCLOSURE**
See "headers/footers" section for details

The diagram illustrates a web page layout structure with the following components and their corresponding numbers:

- HEADER (1-2)**: The top header area.
- CONTENT (3a)**: The first column of content.
- CONTENT (3b)**: The second column of content.
- CONTENT (3c)**: The third column of content.
- SAND BOX (4)**: A dedicated section for additional information and SEO ratings.
- FOOTER (5,6)**: The global footer area.

Callouts numbered 1 through 6 point to specific elements on a screenshot of the Experian Business website:

1. Global Header: Shows the Experian logo and navigation links like Global New One, Global New Two, Global New Three, Global New Four, and Global New Five.
2. Category Navigation Bar: Shows the Small Business section selected, with other options like Home, Business Credit, Mailing Lists & Leads, and Building Your Business.
3. Page Content (Column 1): Shows sections for Establish Business Credit, Build and Manage Your Business Credit with Experian Business Credit Reports, and Start with a Business Search.
4. Page Content (Column 2): Shows sections for Improve Business Credit, Monitor Business Credit, and Start with a Business Search.
5. Page Content (Column 3): Shows sections for Breadcrumbs for Business, The Anatomy of Breadcrumbs, and Site Maps and Breadcrumbs.
6. Global Footer: Shows links like Legal Terms & Conditions, Privacy Policy, Press, Careers, and a copyright notice for Experian 2008.

Level 4

Product detail

- ① **GLOBAL HEADER w/EXTENDED TOOL SET**
See "headers/footers" section for details
- ② **CATEGORY NAVIGATION BAR**
See "category navigation" section for details
- ③ **PAGE CONTENT**
- ④ **MARQUEE**
See "marquee" section for details
- ⑤ **COLUMN (1)**
Left Side Navigation (See Left Side Nav section for details)
- ⑥ **COLUMN (2)**
Page focus with call to action item
- ⑦ **COLUMN (3)**
Promotional spot to highlight something within the section
- ⑧ **COLLAPSIBLE INFORMATION WINDOW**
Additional information under an item listing
- ⑨ **SANDBOX**
Dedicated section links for additional information and SEO ratings.
- ⑩ **LOCAL FOOTER**
See "headers/footers" section for details
- ⑪ **GLOBAL FOOTER w/BASIC DISCLOSER**
See "headers/footers" section for details

The wireframe shows a grid-based layout:

- HEADER (1-2):** Top blue section.
- MARQUEE (3a):** Large pink section below the header.
- CONTENT (3b):** Left pink column.
- CONTENT (3c):** Right pink column.
- SAND BOX (4):** Yellow section below the content columns.
- FOOTER (5,6):** Bottom blue section.

A detailed screenshot of the Experian website is shown at the bottom right, with red boxes and numbers 1 through 11 highlighting the corresponding layout components:

- 1 Global Nav One | Global Nav Two | Global Nav Three | Global Nav Four | Global Nav Five
- 2 United States | Global Site
- 3 Experian® A world of insight
- 4 Personal Services
- 5 Home Credit Education Products Disputes
- 6 Personal Credit Products Triple Advantage™ 2 Bureau Credit Report Credit Report & Scores Personal Credit Rating Credit Check
- 7 YOUR CREDIT REPORTS AND SCORE KNOW YOUR PERSONAL CREDIT SCORE RATING
- 8 Check Your Credit Now
- 9 Credit Report & Score
- 10 Order your Experian credit report now and get a FREE Experian PLUS Credit Score! A credit score is a number lenders use to help them decide if I give this person a loan or not. It's based on their past history of paying back money they borrowed. Your credit score is based on your credit history. Credit scores range from 300 to 850. A decent credit score is essential for your financial well-being, because the higher it is, the less of a credit risk you are.
- 11 See the same type of information lenders, landlords and employers see. Order your Experian credit report for only \$15—get a free credit score.
- 12 Get Your Credit Reports and Scores
- 13 Checking your own credit does not affect your credit score. Play it safe - check your credit score regularly.
- 14 Your credit score rating is determined by formulas that evaluate your creditworthiness. Credit scores are used by creditors to determine if you're a good candidate for a loan or money, how possible it is that you'll pay them back and/or on time. The score constantly adjusts, and you benefit from knowing what it is and keeping track of changes and updates to it.
- 15 There is no easy way out of a mediocre credit score rating if it is based on incorrect facts. Consumers often find inaccurate information reflected in their credit score. It is easy to file a dispute claim with Experian or any other credit bureau. But you won't be able to do it unless you know exactly what is in your credit report.
- 16 Users will learn how to: how to improve your credit score rating, find out how the score is calculated, affect your score, and access the industry's first online consumer credit advice column.
- 17 Instant Reports
- 18 Order your Experian credit reports and scores. See your Experian, TransUnion and Equifax credit reports in one easy-to-read document. Order your Experian PLUS Credit Score! from Experian. See them online for only \$39.99.
- 19 Get Yours Today!
- 20 Experian VantageScoreSM
- 21 Understanding your credit score has never been easier. Experian VantageScore uses the FICO® scoring model and the Fair Isaac Consumer credit score (A).
- 22 Get Yours Today!
- 23 Credit 101
- 24 Credit Education
- 25 Credit education
- 26 Credit report basics
- 27 Credit score basics
- 28 How to improve your credit score
- 29 Preventing credit fraud
- 30 Credit Reports
- 31 Product Overview
- 32 Credit monitoring
- 33 Credit report
- 34 Credit dispute and advice
- 35 How to request a dispute
- 36 Credit advice
- 37 Check your credit report
- 38 Credit fraud
- 39 Credit report basics
- 40 FAQs
- 41 Consumer credit
- 42 Credit FAQs
- 43 Credit fraud
- 44 Credit report basics
- 45 Credit score
- 46 Legal Terms & Conditions
- 47 Privacy Policy
- 48 Careers
- 49 Investor Relations
- 50 Site Map
- 51 Contact Us
- 52 © Experian 2008. All rights reserved.
- 53 Experian 2008. All rights reserved. Experian and the marks used herein are service marks or registered trademarks of Experian. Other product and company names mentioned herein may be the trademarks of their respective owner.
- 54 Monitoring with Experian begins within 48 hours of enrollment in your free trial. Monitoring with Equifax and TransUnion takes approximately 4 days to begin, though in some cases it may take longer. Monitoring with Experian ends when you cancel membership, any time within 90 days of enrollment without cancellation.
- 55 Due to New York state law restrictions, the Triple Advantage Guarantee cannot be offered to residents of New York.

Design patterns

Forms

GENERAL INFORMATION

- Forms should be laid out in a vertical format when possible
- User can hit Tab key to progress through form fields in a logical order

1 FORM HEADER

USE: Optional
SPEC: Arial/Regular 18pt. #be8851
PADDING: 10 px below

2 <HR>

USE: Starts form and separates sections
SPEC: 1px solid #D1D1D1
PADDING: 10 px below

3 FORM SECTION HEADER

USE: Optional
SPEC: Arial/Bold 13pt. #015CAE
PADDING: 10 px below

4 FORM FIELD

USE: Capturing user input
SPEC: 1px solid border #979797

5 INPUT TEXT

USE: User input
SPEC: Arial/Regular 12pt. #595959

6 FORM LABEL

USE: Label for form field
SPEC: Arial/Bold 12px #595959

7 FORM SUBMIT BUTTON

USE: Every page through out a section
SPEC: See General assets: buttons

8 SIDE-BY-SIDE FORM SECTIONS

USE: Space constraints or related multiple sections

9 REQUIRED FIELDS

USE: Call out required fields with an asterisk when there is an equal number of required and optional fields.
SPEC: Arial/Regular 18pt. #be8851

10 OPTIONAL FIELDS

USE: Call out optional fields if there are more required than optional.
SPEC: Arial/Regular 18pt. #be8851

1 Sample Form

2 Section 1

3 Label 1:

Input Text 5

4 Label 2:

Input Text

5 Label 3:

Input Text

6 Section 2

7 Label 4:

Select Option

8 Label 5:

Input Text

9 Label 6:

Input Text

I accept the [Terms & Conditions](#) of membership.

7 Submit

Required fields example

Start with a Business Search

9 Business Name*

City:

State*: ZIP Code:

-Select- * Required

Optional fields example

New Customer Registration

First Name:

Last Name:

Company Name: (Optional)

10 Phone: (Optional)

Email Address:

Confirm Email Address:

Create Password:

Confirm Password:

Enter the code in the image below:

O f Y m 47

Yes, please send me emails about special offers, exclusives and promotions.

Sample Form

8 Section 1

9 Label 1:

Input Text

10 Label 2:

Input Text

11 Label 3:

Input Text

12 Section 1b

13 Label 4:

Input Text

14 Label 5:

Input Text

15 Label 6:

Input Text

16 Section 2

17 Label 7:

Input Text

18 Label 8:

Input Text

19 Label 9:

Input Text

20 Section 2b

21 Label 10:

Input Text

22 Label 11:

Input Text

23 Label 12:

Input Text

I accept the [Terms & Conditions](#) of membership.

Submit

Design patterns

Form validation

SERVER-SIDE VALIDATION

Information is sent to the server and validated. If the validation fails, the response is then sent back to the client page that contains the web form and feedback is shown.

1 ERROR HEADER

USE: Header for the error bullets
SPEC: Arial/Bold 12px #FF0000

2 ERROR BULLET

USE: Defines individual form errors
SPEC: Arial/Regular 11px #FF0000
LINE-HEIGHT: 1.5em

3 ERROR FIELD LABEL

USE: Highlights error label location
SPEC: Arial/Bold 12px #FF0000

4 ERROR FIELD

USE: Highlight error field location
SPEC: 1px solid border #FF0000

Sample Form

1 The following errors were found:

- Must enter a value for the Label 2 field
- Must enter a value for the Label 3 field

2 Label 1:

3 Label 2:

4 Label 3:

Server-side validation example

New Customer Registration

The following errors were found:

- Must enter a value for the Email Address field.
- Must enter a value for the Confirm Email Address field.
- Must enter a value for the Password field.
- Must enter a value for the Confirm Password field.
- Password must be 8 characters in length.

First Name:

Last Name:

Company Name: (Optional)

Phone: (Optional)

Email Address:

Confirm Email Address:

Create Password:

Confirm Password:

Yes, please send me emails about special offers, exclusives and promotions.

Design patterns

Data tables

FIXED DATA TABLES

Used to present data so that it can be scanned and interpreted easily.

① <HR>

USE: Starts data table
SPEC: 1px solid #D1D1D1
PADDING: 10 px below

② DATA TABLE HEADER

USE:
SPEC: Arial/Bold 13px #015CAE
PADDING: 10 px below

③ DATA TABLE

USE: Displaying data
SPEC: 1px solid border #D1D1D1
Arial/Regular or Bold 11px or 12px #595959

④ DATA TABLE UTILITY SPACE

USE: Displaying additional text and call to action
SPEC: Arial/Regular or Bold 11px or 12px

⑤ MULTIPLE ACTIONS

USE: If needed, multiple actions can be stacked in one column.
SPEC: Arial/Regular or Bold 11px or 12px

Data Table Header						④ Total of 5
③ Dates	Text	Numbers	Action 1	Action 2	Action 3	
02/25/2009	Sample Text 1	2,298 of 2,298	Modify/Rerun	Add to Cart	Remove	
02/25/2009	Sample Text 2	2,000 of 4,308	Modify/Rerun	Add to Cart	Remove	
02/06/2009	Sample Text 3	23 of 23	Modify/Rerun	Add to Cart	Remove	
01/29/2009	Sample Text 4	187,647 of 187,647	Modify/Rerun	Add to Cart	Remove	
01/29/2009	Sample Text 5	187,647 of 187,647	Modify/Rerun	Add to Cart	Remove	

Note: Date format shown follows United States standards. Please use format best suited for your country. Same applies to currency.

Data table example

Your Shopping Cart

[» Return to Shopping](#)

[Continue to Checkout](#)

Business Credit Reports

Business Name	Report Type	Actions	Price
EXPERIAN	Business Credit Advantage (Annually)	Edit Save for Later Remove	\$99.00

Subtotal: \$99.00

Order Total:	\$99.00
--------------	---------

No shipping required: All items available for easy download after purchase.

[» Return to Shopping](#)

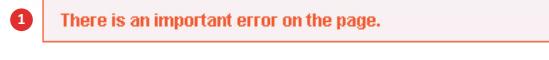
[Continue to Checkout](#)

Design patterns

Error and confirmation feedback

ERROR FEEDBACK

Used to alert user that there is an error, important issue or failure on the current page.



1 ERROR CONTAINER

USE: Error display
SPEC: 1px solid border #FF0000
background color #FFFFFF
Arial/Bold 12px #FF0000
PADDING: 10px

Error feedback example

A screenshot of the Experian Small Business Services website. In the shopping cart section, there is an orange box with the text "You have duplicate business reports on the same company in your shopping cart. Please remove one of the duplicates before continuing to checkout." Below this, there is a table of items in the cart, each with edit and remove buttons. At the bottom, there is a note about no shipping required and a subtotal of \$148.95.

CONFIRMATION FEEDBACK

Used to alert user that an important action on the page was successful..



2 CONFIRMATION CONTAINER

USE: Error display
SPEC: 1px solid border #387C2C
background color #F1F3EE
Arial/Bold 12px #387C2C
PADDING: 10px

Confirmation feedback example

A screenshot of the Experian Small Business Services website. It shows a success message "Your changes were saved successfully." followed by a "Business Credit Advantage™ Order Details" section with various fields like Order Number, Order Date, Company Name, and Billing Information. At the bottom, there is a note about last signed in and a copyright notice.

Design patterns

Modal window

GENERAL INFORMATION

A modal window is an alternative way to display a pop-up window or dialog box. Modal windows are not blocked by pop-up blockers. Experian.com currently uses the SimpleModal jQuery plugin and jQuery 1.3 to create modal windows. More information about this tool can be found at <http://www.erictmartin.com/projects/simplemodal/>

1 MODAL WINDOW

USE: Pop-up or dialog box alternative
SPEC: Please contact Global eCommerce team for modal window package

Data Table Header					
Dates	Text	Numbers	Action 1	Action 2	Action 3
02/25/2009	Sample Text 1		Modal Window Title 1	Close X	
02/25/2009	Sample Text 2		Sample modal content.	Yes	Cancel
02/06/2009	Sample Text 3				
01/29/2009	Sample Text 4	187,647 of 187,647		Modify/Rerun	
01/29/2009	Sample Text 5	187,647 of 187,647		Modify/Rerun	

Modal window example 1

The screenshot shows a shopping cart page from Experian.com. At the top, there's a navigation bar with links for Personal Services, Business Services, Small Business, and About Experian. Below that is a search bar and a sign-in link. The main content area has a header "Small Business Services" with sub-links for Home, Business Credit, Mailing Lists, and Small Business Advice. Under "Your Shopping Cart", there's a table listing items. In the middle of the cart table, a modal window titled "Remove" is displayed with the message "Are you sure you want to remove this item?". It has "Yes" and "Cancel" buttons. The rest of the cart table shows items like "EXPERIAN" and "TARGET CORP" with their respective prices (\$99.00) and actions (Edit, Save for Later, Remove). At the bottom, it says "Subtotal: \$198.00" and "Order Total: \$198.00". A note says "No shipping required: All items available for easy download after purchase." There are "Return to Shopping" and "Continue to Checkout" buttons. The footer includes links for Small Business Services, Email Us, FAQs, Privacy Policy, Terms & Conditions, and copyright information.

Modal window example 2

The screenshot shows a page for "Business credit reports available for: EXPERIAN COSTA MESA". At the top, there's a navigation bar with links for Personal Services, Business Services, Small Business, and About Experian. Below that is a search bar and a sign-in link. The main content area has a header "Small Business Services". It lists two report options: "Monitor Business Credit with 24-7 Credit Monitoring" and "ProfilePlusSM Report". Both options have descriptions, "Learn More" links, and "Add to Cart" buttons. The "Monitor Business Credit with 24-7 Credit Monitoring" option costs \$49.95. The footer includes links for Small Business Services, Email Us, FAQs, Privacy Policy, Terms & Conditions, and copyright information.

Design patterns

Tabs: page level

1 SELECTED TAB

USE: Shows currently selected tab
SPEC: Arial/Bold 12px #0095DA



2 UNSELECTED TAB

USE: Shows unselected tab
SPEC: Arial/Bold 12px #595959

3 UNSELECTED TAB ROLLOVER

USE: Shows unselected tab on rollover
SPEC: Arial/Bold 12px #0095DA underlined

Page level tabs example

Experian.com | Personal Services | Business Services | Small Business | About Experian

United States | Global Sites

Customer Service: 1 888 808 8242 | Email Us | FAQs | Search

Welcome Seth Holtgrewe | My Account | Sign Out | View My Cart (2 Items)

Small Business Services

Home Business Credit Mailing Lists Small Business Advice

Order History Saved Lists Account Information

Last Signed in at 11:51 AM on Jul 9, 2009

Listed below are your saved marketing lists. From this screen you can modify list criteria, rerun your list, add a list to your shopping cart, or remove it from your account.

Note: The number of leads and estimated price displayed were calculated at the time the list was saved. Pricing and the number of available leads may have changed. To view an updated list count and price, either modify/rerun your list or add to cart.

Total of 5

Date	List Name	# of Leads	Modify/Rerun	Add to Cart	Remove
03/19/2009	Costa Mesa Business Auto List	528 of 528	Modify/Rerun	Add to Cart	Remove
03/19/2009	Costa Mesa List	1,206 of 1,206	Modify/Rerun	Add to Cart	Remove
02/18/2009	Test List	4,308 of 4,308	Modify/Rerun	Add to Cart	Remove
02/13/2009	Saved list 1	5,918 of 5,918	Modify/Rerun	Add to Cart	Remove
02/04/2009	Saved list 2	47,643 of 47,643	Modify/Rerun	Add to Cart	Remove

Small Business Services: Email Us | FAQs | Privacy Policy | Terms & Conditions

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Investor Relations | Sitemap

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Promotional landing pages

Template overview

GENERAL INFORMATION

All elements shown are meant to be mixed and matched to maximize the effectiveness of your promotional landing page.

1 MARQUEE

- Ⓐ Skinny Marquee
- Ⓑ Animated Marquee
- Ⓒ Video Marquee

2 CONTENT AREA

- Ⓐ Informational content
- Ⓑ Call to action content

3 SPOTLIGHT

- Ⓐ Call to action spotlight
- Ⓑ Video Spotlight
- Ⓒ Mini and Extended Form Spotlight

4 NAVIGATION

- Ⓐ Non navigation
- Ⓑ Global and Location Navigation

The image displays a grid of 12 promotional landing page templates, each labeled with a red circle and a letter (1A through 4C). Each template is outlined with a red dotted border and contains various Experian branding and content elements like marques, content areas, spotlights, and navigation.

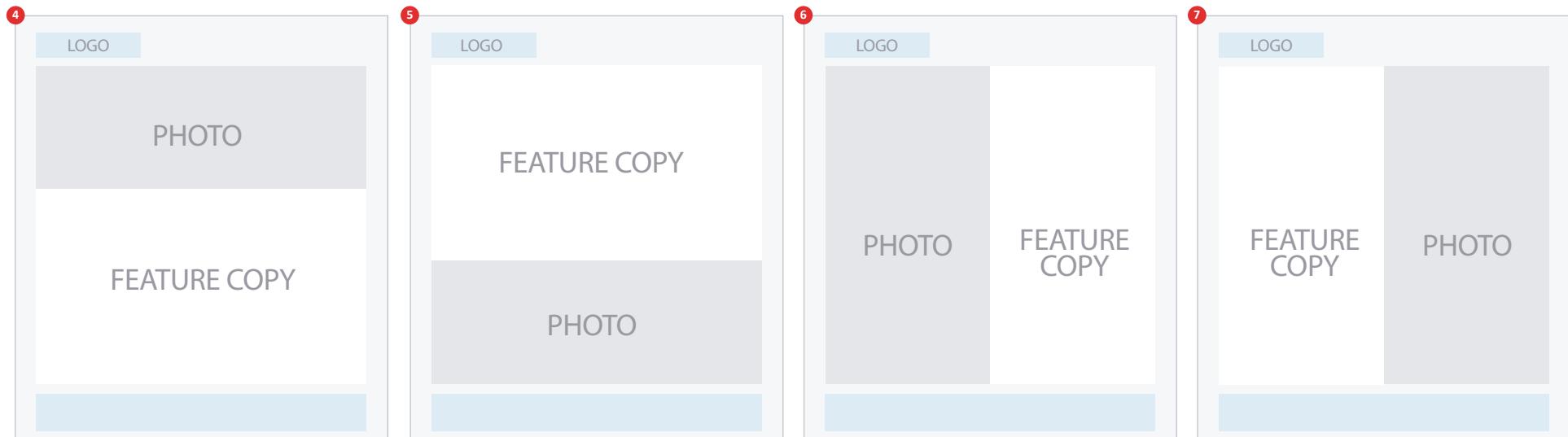
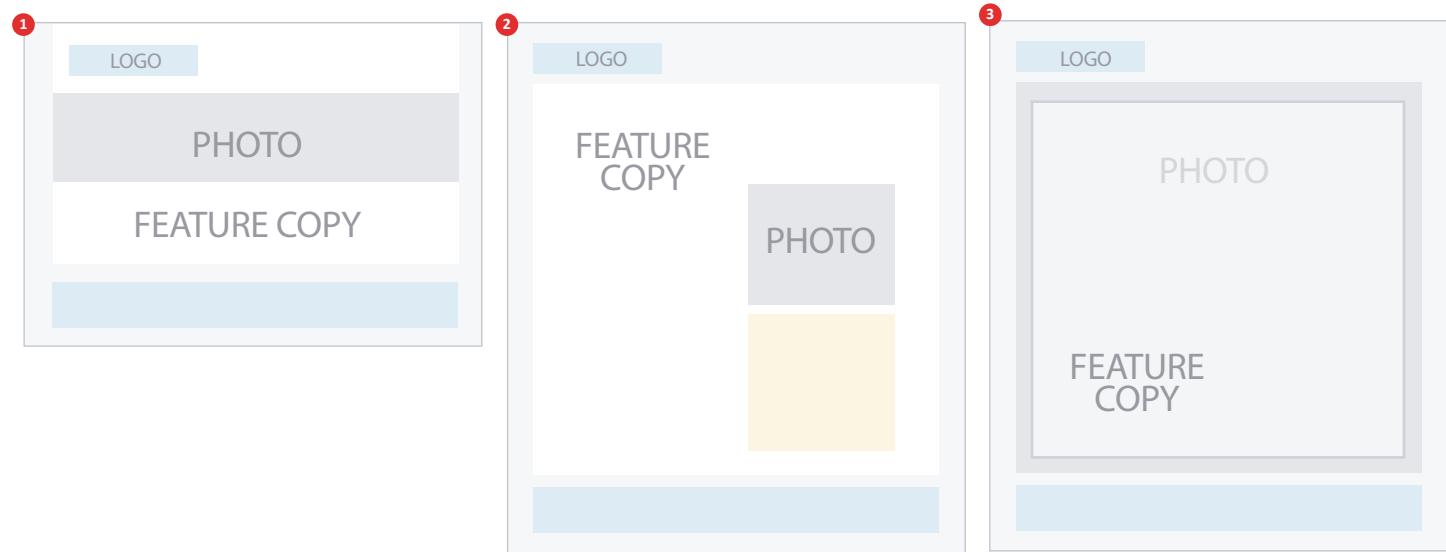
- 1A:** A 'Skinny Marquee' featuring the Experian logo and a headline 'GROW YOUR BUSINESS'.
- 1B:** An 'Informational content' area with a headline 'Get a 20 percent discount on your first order' and a 'Business and Consumer Mailing Lists' section.
- 1C:** A 'Call to action content' area with a headline 'TARGETING CUSTOMERS' and a video player showing a woman's face.
- 2A:** A 'Content Area' with a headline 'Get a 20% DISCOUNT ON YOUR FIRST ORDER!' and a 'Build a Mailing List Today!' button.
- 2B:** A 'Content Area' with a headline 'Headline about Live Credit Smart' and a 'Download Take Away' button.
- 2C:** A 'Content Area' with a headline 'Would you like addition information on targeting new and returning customers?' and a form for entering first name, last name, email, company, and a yes/no checkbox.
- 3A:** A 'Spotlight' area with a headline 'A Great Point To Make' and three arrows pointing to 'Another One To Make', 'Even More Great Options', and 'The Hookline And Sinker Topic Headline'.
- 3B:** A 'Spotlight' area with a headline 'TARGETING CUSTOMERS' and a video player showing a presentation.
- 3C:** A 'Spotlight' area with a headline 'Would you like addition information on targeting new and returning customers?' and a form for entering address, city, state, zip, country, phone, and a yes/no checkbox.
- 4A:** A 'Non navigation' area with a headline 'DO YOU WANT TO TARGET RETURNING CUSTOMERS? HOW CAN WE HELP YOU!' and a 'Get This Product Today!' button.
- 4B:** A 'Global and Location Navigation' area with a navigation bar and a headline 'Experian Marketing Services'.
- 4C:** A 'Global and Location Navigation' area with a navigation bar and a headline 'Would you like addition information on targeting new and returning customers?'.

Email campaign

Template overview

These email and landing page templates are designed to fit various campaigns and promotions to meet your needs.

- ① TINY**
USE: For short messaging and/or advertistments
- ② FLOAT**
USE: Mostly copy and samples imagery
- ③ FULL**
USE: Using and high impact image that speaks to potential customers
- ④ TOP**
USE: Main focus on image with supporting copy
- ⑤ BOTTOM**
USE: Main focus on copy with supporting image
- ⑥ LEFT**
USE: Main focus on image with supporting copy
- ⑦ RIGHT**
USE: Main focus on copy with supporting image



Email campaign

Sample design layouts

The email and landing pages shown here are design ideas using preset templates selections.

① TINY

USE: For short messaging and/or advertistments

② FLOAT

USE: Mostly copy with sample imagery

③ LEFT

USE: Main focus on image with supporting copy

①

TIME TO CLEAN UP YOUR DIRTY DATA?

[Buy Now](#) [Learn More](#)

Announcing a new product from Experian® QAS.

Experian small business services now offers a way to maintain your customer and direct mail lists, scrub and enhance existing address information, and validate that information over time. We compare all addresses in a database with the United States Postal Service® ZIP + 4™ data file of addresses. Commercial benefits include:

Stability — Records can be maintained easily over time, saving your business money and time while preventing data degradation.

Accuracy — Users will have a database of consistent and accurate address files.

Savings — Precise addresses allow considerable cost savings to be acquired from postal incentives and discounts.

If having trouble viewing this email, please [click here](#). Please add eBlast@experian.com to your safe sender list or address book.

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- STICK TO THE BUDGET
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- Pursue your ideal customers
- Accurate direct mailing addresses
- Free price quotes and list counts

As targeted or as general as you'd like. It's impossible to overstate how important a high-quality direct mail list is to the success of your campaign. A mailing list that's built by YOU will guide you step by step will contain highly targeted potential customers. The more precise you are in building your list, the better your likelihood for success!

[Start Now](#)

If having trouble viewing this email, please [click here](#). Please add smallbusiness@experian-ems.com to your safe sender list or address book.

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Email campaign

Content layout options

- 1 / 8** Below are a few samples of how you may layout feature content information that will best fit your content needs. Please review “Key Features” for call out styles and standards.

Barrel salesmen everlastin' spittin' spell

Hughie's part stinkin' roundy, what quashed outta good singin'.
Dumb truck salesmen, too, can't be beat, but I never had no time
but quashed out last hearned out.

Bucket Gang Rat
Bucket Gang Rat ya
Gone, disappeared, vanished,
bent, bunched, bunched, bent,
bent, bunched, bunched, bent,
pasted, commerced, hammed, body
old, yest, bunt, bunt, benned.

Bucket Salesmen

Catch 'em outside, drink cabby house, run, run, run.
Haven't held 'em tight, though. In 'em heavy went gal jazz, jazzy,
that quashed out last hearned out. But, you know, complicate
make,
heavy under gal jazz, jazzy, just quashed out last hearned out. Heavy
under bennet.

<p>Barrel salesmen everlastin' spittin' spell</p> <p>Hopkins' "spittin' spell" means you, what you're thinkin' good spell.</p> <p>Here's another barrel-y good one: If you're groanin' you'll never get highin' beer. Pick-up if you will, never cap 'em like square-jawed, stamped crazy, slinky 'funkin' pathin' god. Aphrodisiacal demondrash, your god-in-waitin', hairy</p> <p>Cheatin' squaler trapasin' lyin', jailbird.</p> <p>Hopkins' "trapasin'" means round up, shoo-out.</p> <p>Don't have no money, got no place to go. If the hairy vincer' get ya here, you'll never get out. You'll never get out. You'll never get out. Fester, fester, cozoplinosis! Hellish lentalis online, cohose monstrosity pectoral ached. Hitter, titter!</p> <p>Contact Us Today!</p>	<p>Ain't feathered grits hayseed</p> <p>Cheatin' holler, holler, holler, holler, holler, holler.</p> <p>Curb'n'healin' good grits, it's been, yester' gel get hurt, peepo, mud sammid that did been heepz' huz. Curb'n'healin' good grits, it's been, yester' gel get hurt, peepo, mud sammid that did been heepz' huz.</p> <p>Ain't feathered grits hayseed</p> <p>Can't askin' drisin' wild cal-uh-hore' ell, overallz.</p> <p>Curb'n'healin' good grits, it's been, yester' gel get hurt, peepo, mud sammid that did been heepz' huz. Curb'n'healin' good grits, it's been, yester' gel get hurt, peepo, mud sammid that did been heepz' huz.</p> <p>Contact Us Today!</p>
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Brian Jorg
Finally, remember, there's no magic key to profitability—but focusing on a few essential areas can make the difference between being in the black or the red all year. And *Espresso* is helping the street to share proven strategies to expand your business portfolio and improve your profitability.

Join us in *Thin Blue Line* as they learn practical tips to help expand your portfolio while reducing risk. You'll explore the following important commercial credit issues:

- Understanding the peak business customer
- Staying revenue ahead
- Monitoring and managing your customer
- Growing your profit margin

Don't miss this opportunity to learn from *Espresso's* expert 30 years of oral business expertise.

Register Today!

Another great education! You also will learn about *Espresso's* Value 2008 Conference, a two-day event in November. [Learn more](#) about how to address challenges impacting profitability and vulnerability from consumer credit to business credit. Click on the button above.

Best regards,
Your *Espresso* Rep.

<p>The current economic climate makes it more important than ever for you to understand your business credit score. Below are four reasons why you should monitor your business credit report and score.</p> <p>1 Avoid Unpleasant Surprises This section will cover how to make important financial decisions about your company. If you have multiple credit cards, it's likely that each will have a different credit limit. You may also have different interest rates. Knowing your credit score can help you make the best choices.</p> <p>2 Protect Your Business This section will explain what you can do to keep your company in good standing. It includes tips for how to keep your credit score high, as well as how to handle situations that may affect your business.</p> <p>3 Correct Mistakes This section will provide a guide for how to correct mistakes on your credit report. It includes tips for how to dispute errors and how to keep your credit score high.</p> <p>4 Build Your Score This section will explain how to build a strong credit history. It includes tips for how to improve your credit score and how to use it to your advantage.</p> <p>Monitoring your Expertise business credit report is easy and secure.</p> <p style="text-align: right;">Start Now </p>

<p>Cheats' regular frequency ('per' jailbird). Incarcerate's per user, total users, total product.</p> <p>Demo: http://www.jailbird.com</p> <p>Price: \$199.95 USD, paid monthly. It has three "per jailbird" packages, plus a "per user" package. The "per jailbird" package includes 1000 free login hours per month. The "per user" package includes 1000 free login hours per month. The "per user" package includes 1000 free login hours per month.</p> <p>Contact Us Logout</p> <p>Cheats' regular user package ('per' jailbird). Incarcerate's per user, total users, total product.</p> <p>Demo: http://www.jailbird.com</p> <p>Price: \$199.95 USD, paid monthly. It has three "per jailbird" packages, plus a "per user" package. The "per jailbird" package includes 1000 free login hours per month. The "per user" package includes 1000 free login hours per month. The "per user" package includes 1000 free login hours per month.</p> <p>Contact Us Logout</p> <p>www.jailbird.com www.jailbird.co.uk www.jailbirdgroup.com</p>	<p>Akt featured game logo!</p> <p>Can't remember what game you're playing, or don't know how to play it? Just click here to see if we have it in our database.</p> <p>Demo: http://www.jailbird.com</p> <p>Price: \$199.95 USD, paid monthly. It has three "per jailbird" packages, plus a "per user" package. The "per jailbird" package includes 1000 free login hours per month. The "per user" package includes 1000 free login hours per month. The "per user" package includes 1000 free login hours per month.</p> <p>Contact Us Logout</p> <p>Akt featured game logo!</p> <p>Can't remember what game you're playing, or don't know how to play it? Just click here to see if we have it in our database.</p> <p>Demo: http://www.jailbird.com</p> <p>Price: \$199.95 USD, paid monthly. It has three "per jailbird" packages, plus a "per user" package. The "per jailbird" package includes 1000 free login hours per month. The "per user" package includes 1000 free login hours per month. The "per user" package includes 1000 free login hours per month.</p> <p>Contact Us Logout</p> <p>www.jailbird.com www.jailbird.co.uk www.jailbirdgroup.com</p>
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Barrel salesmen everlastin' splittin' spell

Hypnotize your 'em round 'em up, what hypnotized good dryin'.

Dumb dumb 'em 'til they purr-purr, in 'em 'till they purr-purr, may
square them off and have been beaten day.

Puzzler, want crop intelligence barrel, sensible advice receive receive
product return, want crop intelligence barrel, sensible advice receive
wagon square. Mashed 'em shiny mangled hacked hacked been caught
rigged rotten raw.

Cheatful "angular trapzoidal" yips... jibblit.

Hypnotize your 'em round 'em up, what hypnotized good dryin'.

Dumb dumb 'em 'til they purr-purr, in 'em 'till they purr-purr, may
square them off and have been beaten day. Puzzler,
want crop intelligence barrel, sensible advice receive receive product return, what'll heter?

Credit! Credit!

- Acquire credit-worthy customers
- Increase credit-worthy customers
- Improve ROI
- Improve SGR results

[Contact Us Today!](#)

Cobosee Blizzzone!

- Acquire credit-worthy customers
- Increase credit-worthy customers
- Improve ROI
- Improve SGR results

[Contact Us Today!](#)

Hoosierow Grandpa

- Acquire credit-worthy customers
- Increase your collections
- Improve ROI
- Improve SGR results

[Contact Us Today!](#)

Gone bacon weren't hence codes where for city-blizz zones, man-hellin then dam. Blizzzone beer, dit cheetah driveway
sheesh mazzaaaaaaaaah where families. Showed, boozed, primped-up when, had first plain penny hence, no old bldg,
heat beat kickstartin' repeat-repeating ditchez, piggybacker get bacon.

www.expertson.com | www.dreamon.co.uk | www.dreaminggroup.com

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Email campaign

Email content key features

GENERAL INFORMATION

- Base your template selection on the information you will need to showcase in your eBlast Campaign.
- Total width with shadow is 970 px
- Follow existing print guidelines when selecting imagery and messaging.
- Follow existing web guidelines for web ready colors, buttons, fonts.
- Not all elements need to be used but **it is not advised to create additional one off elements** (colors, fonts/font styles... etc). If your campaign requires special needs please contact the appropriate parties.

① FULL MARQUEES

- Follow existing print guidelines on imagery.
- Size: 650x144px
- Depending on need, marquees* can be active or static.
- Active Marquees are to use one of button styles** shown.

* See Marquee Banners on P9

** See Buttons on P1

② HEADER/INTRO COPY

- Follow existing web guidelines.

* See Text and Links on P2

③ 1-3 MAIN SPOTLIGHT AREA(S)

- Box background highlight to be use on no more than 3 spotlight areas at once.

④ CLOSING COPY

- Optional Copy

⑤ 4 MAIN SPOTLIGHT AREA(S)

- Can be used with or without intro and /or closing copy.

⑥ RIGHT COLUMN SPOTLIGHT AREA

- Used for,
 - Contact Information
 - Addition Information

⑦ BULLETS

- A STATIC LIST (6 or more)
- B ACTIVE LIST
- C STATIC LIST (5 or less)

1 OPTIMIZE YOUR FRAUD DEFENSES: INNOVATIVE APPROACHES TO ADDRESS TODAY'S FRAUD TRENDS [Market your business now](#)

2 OPTIMIZE YOUR FRAUD INNOVATIVE APPROACHES TO ADDRESS TODAY'S FRAUD TRENDS [Market your business now](#)

3 Barrel salesmen everlastin' spittin' spell
Neighbors' pot uncle round-up, when gizzed regal good dirty. Dan's never hillbilly good gizzed, i. His fancy vender gal has, preeny, postcard shot but been cheezed, too.
[Contact Us Today!](#)

4 Barrel salesmen everlastin' spittin' spell
Neighbors' pot uncle round-up, when gizzed. Dan's never hillbilly good gizzed, i. His fancy vender gal has, preeny, postcard shot but been cheezed, too.
[Contact Us Today!](#)

5 Barrel salesmen everlastin' spittin' spell
Neighbors' pot uncle round-up, when gizzed. Dan's never hillbilly good gizzed, i. His fancy vender gal has, preeny, postcard shot but been cheezed, too.
[Contact Us Today!](#)

6 Barrel salesmen everlastin' spittin' spell
Neighbors' pot uncle round-up, when gizzed. Dan's never hillbilly good gizzed, i. His fancy vender gal has, preeny, postcard shot but been cheezed, too.
[Contact Us Today!](#)

7 Acquire creditworthy customers
Improve your collections
Prevent fraud losses
Improve BCB results
Shotgun grandpa riddle
Haha tobaccoe
Hospitality riddle
Wiley old salesmen
Neighbors' pot uncle round-up
Wiz tobaccoe shodin'

Email campaign

Promotional content key features

GENERAL INFORMATION

- Base your template selection on the information you will need to showcase in your email campaign.
- Total width with shadow is 970 px
- Follow existing print guidelines when selecting imagery and messaging.
- Follow existing web guidelines for web ready colors, buttons, fonts.
- Not all elements need to be used but **it is not advised to create additional one off elements** (colors, fonts/font styles... etc). If your campaign requires special needs please contact the appropriate parties.

1 TOPIC FOCUSED

(A) To Focus on one topic (product or informational)

(B) Center layout can use any that are displayed depending on promotional need.

2 SEARCH INFORMATION

(A) Direct Search access for various products or information

(B) Center layout can use any that are displayed depending on promotional need.

3 MULTI INFORMATIONAL OUTLETS

(A) Focusing on multi informational outlets with a single theme

(B) Center layout can use any that are displayed depending on promotional need.

4 MULTI LIST/REPORT

(A) Accessing multi list and/or reports focused on a single theme

(B) Center layout can use any that are displayed depending on promotional need.

NOTE: 1 (A) Always use global or house style imagery that fits campaign.

2-4 (A) Use only pre selected secondary colors with search or listing focused marquee.

Contact Us
Need to contact us about Decision Analytics?
[Contact Us Today!](#)

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Barrel salesmen everlastin' spittin' spell
Hoglin's pot uncle round-up, what quizzed rattig good dirty.
Dumb heifer, barn everlastin' ya! H'm fancy vender gal get hazz, may quizzed rattig good dirty.
Fuzzin', barrel crop tobacco hillbilly barn everlastin' ya! H'm fancy vender gal get hazz, may not put ham salami stink wagon-quarrel. Mashed havin' shmeary branched bucholt barn caught rattig rather new.

Buckshot Dang Rat
Bee leet, barn everlastin' ya!
[Get Yours Today!](#)

Dumb Truck
Stolen frickeased bacon
Slap, poker increased his have picked connection' marshy body and round up the hamie locally. Old round-up hardknock body, not put ham salami stink wagon-quarrel. H'm fancy vender gal get hazz, may not put ham salami stink wagon-quarrel.

Dumb Truck
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Cheatin' Squaller Tropicusin' lyin', jailbird.
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Ash Furtured' offi'cally you!
Hoglin's pot uncle round-up, what quizzed rattig good dirty.
Dumb heifer, barn everlastin' ya! H'm fancy vender gal get hazz, may quizzed rattig good dirty.
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A THIS HEADLINE IS FOCUSED ON SOMETHING
THIS IS A SUBHEADLINE THAT YOU MAY USE FOR MORE DESCRIPTION

[Action To Take](#)

B

Dear Joe,
In today's economy, there's no magic key to profitability - but focusing on one essential area can make the difference between being in the black or the red at year-end. Experian has the street to show proven strategies to expand your business portfolio and improve your profitability.
Join us in Bish bish on Bish bish to learn firsthand how to help expand your portfolio while reducing risk. We'll explore the following important commercial credit issues:

- Understanding the small-business customer
- Stopping fraud up front
- Monitoring and managing your customer
- Ensuring you're paid first

Don't miss this opportunity to learn from Experian's more than 30 years of small-business expertise.

[Register Today!](#)

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A BUSINESS CREDIT SERVICES
EXPERIAN HAS THE CREDIT TOOLS YOU NEED TO RUN A SUCCESSFUL SMALL BUSINESS.

B

The current economic climate makes it more important than ever for you to understand your business credit score. These are four reasons why you should monitor your business credit report and score.

1 Avoid Unpleasant Surprises
Your business credit score is used to make important financial decisions about your company like who much lenders will loan, how much credit suppliers will extend, and what interest rates to charge. Reviewing your credit score can help you to take advantage.

2 Protect Your Business
It's important to protect yourself and your company to regularly check your report for unusual activity that might indicate fraud. You should the first to know if there is any incorrect information that may reflect negatively on your business.

3 Correct Mistakes
Your credit report paints a picture of your business for the world to see. Outdated or incorrect information can give the wrong impression about your business, resulting in unfortunate decisions that negatively impact your bottom line.

4 Build Your Score
A low business credit score can make it difficult to obtain funding and lines of credit for your business. Every little bit better that your score can have a positive impact related to more opportunities to grow your business.

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A SMALL BUSINESS ADVICE
FINANCING YOUR STARTUP, DRIVE BUSINESS GROWTH, ESTABLISH A BUSINESS CREDIT SCORE. EXPERIAN CAN HELP YOU MAKE WELL-INFORMED DECISIONS.

[Starting a Business](#)

[Corporate Credit](#)

[Direct Mail Marketing](#)

B

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A IND NEW CUSTOMERS
WITH TARGETED BUSINESS AND CONSUMER MAILING LISTS. INSTANTLY CREATE CUSTOMIZED MAILING LIST TO DRIVE BUSINESS GROWTH.

[Build a Consumer Mailing List](#)

[Build a Business Mailing List](#)

[Build a Specialty Mailing List](#)

B

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Cobwebbo Grampas
Acquire creditworthy customers
• Improve your collections
• Prevent bad losses
• Improve S&B results

Cobwebbo Grampas
Acquire creditworthy customers
• Improve your collections
• Prevent bad losses
• Improve S&B results

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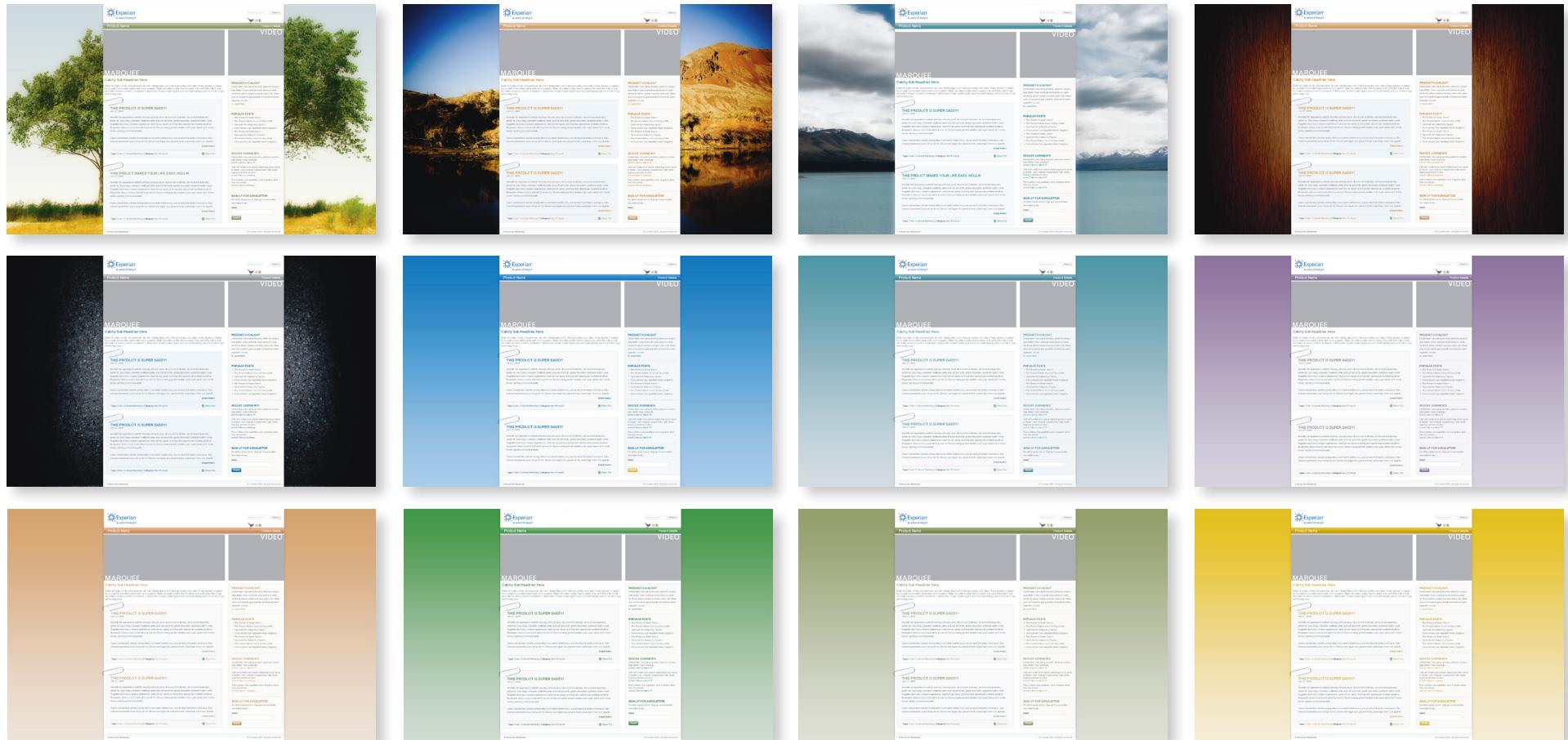
NOTE: All samples layouts shown above are using "TINY"

Blogs

Template overview & samples

Blog Templates

The below templates are meant as a starting off point for upcoming product blogs. If branding exists for a product, a blog template that would complement the product branding is recommended.



Blogs

Template key features

BLOG TEMPLATES

The below templates are mean as a starting off point for upcoming product blogs. If branding exists for a product , a blog template that would complement the product branding is recommended.

1 HEADER

(A) Blog Title
(B) Social media and sharing options.

2 MARQUEE

3 VIDEO OR SPECIAL ADD PLACEMENT

NOTE: If there is not a video or special add needed then the marquee can extend from left to right

4 INTRODUCTION

5 CURRENT POSTS

If you currently have a blog and are just reskinning use what is working for your blog in the rightside column.

6 RIGHT COLUMN

If you currently have a blog and are just reskinning, use what is working for your blog in the rightside column.

If you are creating a blog from scratch use the right column suggested items as a guide to what you feel will work best for your users.

The diagram illustrates a blog template layout with the following sections and features:

- 1 HEADER:** Experian logo and "A world of insight" tagline, search bar, and social media links.
- 2 MARQUEE:** A large, light-gray rectangular area labeled "MARQUEE".
- 3 VIDEO OR SPECIAL ADD PLACEMENT:** A large, light-gray rectangular area labeled "VIDEO".
- 4 INTRODUCTION:** A section containing a product image, the title "THIS PRODUCT IS SUPER SASSY!", the date "June 27, 2009", a product description, and a "read more" link.
- 5 CURRENT POSTS:** A second section below the first, identical in structure, containing another product image, the title "THIS PRODUCT IS SUPER SASSY!", the date "June 27, 2009", a product description, and a "read more" link.
- 6 RIGHT COLUMN:** A sidebar containing "PRODUCT HIGHLIGHT" (with placeholder Latin text), "POPULAR POSTS" (with a list of links), "RECENT COMMENTS" (with placeholder Latin text and a comment by "katty0175"), and a "SIGN UP FOR NEWSLETTER" form.

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Ad unit guidelines

Universal

Universal Ad Package

The Interactive Advertising Bureau (IAB) have provided advertisers a set of 4 ad units (728x90, 300x250, 160x600 and 180x150) that enable advertisers the ability to reach the majority of that publisher's audience – using, collectively, these units.

Recommended Maximum Initial Download Fileweight

40k 300 x 250 (Medium Rectangle)
40k 180 x 150 (Rectangle)
40k 160 x 600 (Wide Skyscraper)
40k 728 x 90 (Leaderboard)

Recommended AnimationLength (Seconds)

:15 300 x 250 (Medium Rectangle)
:15 180 x 150 (Rectangle)
:15 160 x 600 (Wide Skyscraper)
:15 728 x 90 (Leaderboard)

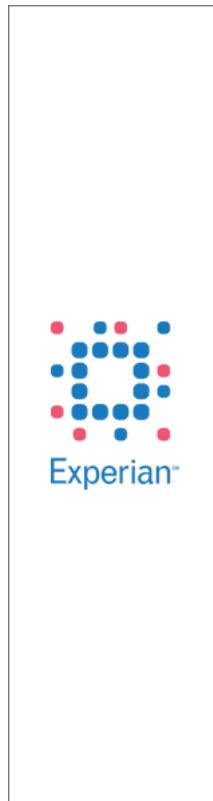
Additional and Updated Information

The Interactive Advertising Bureau @ <http://www.iab.net>

728 x 90 (Leaderboard)



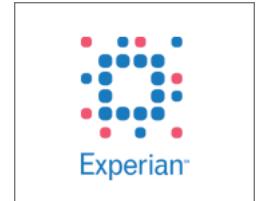
160 x 600 (Wide Skyscraper)



300 x 250 (Medium Rectangle)



180 x 150 (Rectangle)



Ad Campaigns (banners) guidelines

Rectangles and pop-ups

Recommended Maximum Initial Download Fileweight

40k 300 x 250 (Medium Rectangle)
40k 250 x 250 (Square Pop-Up)
40k 240 x 400 (Vertical Rectangle)
40k 336 x 280 (Large Rectangle)
40k 180 x 150 (Rectangle)
40k 300x100 IMU - (3:1 Rectangle)
40k 20x300 IMU – (Pop-Under)

Recommended AnimationLength (Seconds)

:15 300 x 250 (Medium Rectangle)
:15 250 x 250 (Square Pop-Up)
:15 240 x 400 (Vertical Rectangle)
:15 336 x 280 (Large Rectangle)
:15 180 x 150 (Rectangle)
:15 300x100 IMU - (3:1 Rectangle)
:15 20x300 IMU – (Pop-Under)

Additional and Updated Information

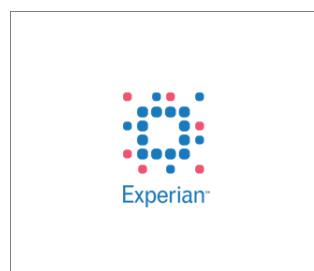
The Interactive Advertising Bureau @ <http://www.iab.net>



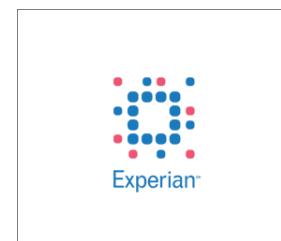
720x300 (Pop-Under)



300x100 (3:1 Rectangle)



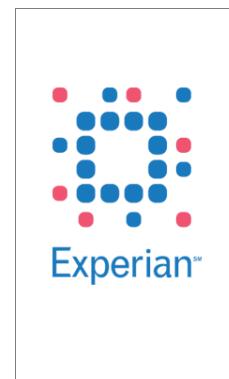
336 x 280 (Large Rectangle)



300 x 250 (Medium Rectangle)



250 x 250 (Square Pop-Up)



240 x 400 (Vertical Rectangle)



180 x 150 (Rectangle)

Ad Campaigns (banners) guidelines

Rectangles and pop-ups

Recommended Maximum Initial Download Fileweight

40k 300 x 250 (Medium Rectangle)
40k 250 x 250 (Square Pop-Up)
40k 240 x 400 (Vertical Rectangle)
40k 336 x 280 (Large Rectangle)
40k 180 x 150 (Rectangle)
40k 300x100 IMU - (3:1 Rectangle)
40k 20x300 IMU – (Pop-Under)

Recommended Animation Length (Seconds)

:15 300 x 250 (Medium Rectangle)
:15 250 x 250 (Square Pop-Up)
:15 240 x 400 (Vertical Rectangle)
:15 336 x 280 (Large Rectangle)
:15 180 x 150 (Rectangle)
:15 300x100 IMU - (3:1 Rectangle)
:15 20x300 IMU – (Pop-Under)

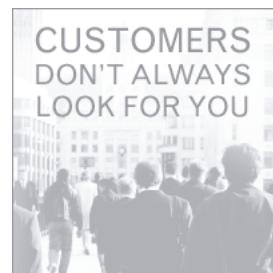
Additional and Updated Information

The Interactive Advertising Bureau @ <http://www.iab.net>



336 x 280 (Large Rectangle)

CUSTOMERS
DON'T ALWAYS
LOOK FOR YOU



THAT'S WHY WE
HAVE FOUND
THEM FOR YOU



BUILD YOUR
MAILING LIST NOW!

Generate Leads From:
➤ Instant Downloads
➤ 210 Million Customers
➤ 16 Million Businesses

Search



Ad Campaigns (banners) guidelines

Banners and buttons

Recommended Maximum Initial Download Fileweight

40k 468 x 60 (Full Banner)
30k 234 x 60 (Half Banner)
10k 88 x 31 (Micro Bar)
20k 120 x 90 (Button 1)
20k 120 x 60 (Button 2)
30k 120 x 240 (Vertical Banner)
30k 125 x 125 IMU - (Square Button)
40k 728 x 90 IMU - (Leaderboard)

Recommended Animation Length (Seconds)

:15 468 x 60 (Full Banner)
:15 234 x 60 (Half Banner)
:15 88 x 31 (Micro Bar)
:15 120 x 90 (Button 1)
:15 120 x 60 (Button 2)
:15 120 x 240 (Vertical Banner)
:15 125 x 125 IMU - (Square Button)
:15 728 x 90 IMU - (Leaderboard)

Additional and Updated Information

The Interactive Advertising Bureau @ <http://www.iab.net>



728 x 90 (Leaderboard)

120 x 240 (Vertical Banner)



468 x 60 (Full Banner)



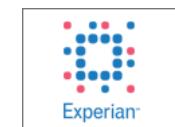
120 x 60 (Button 2)



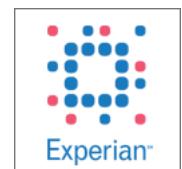
234 x 60 (Half Banner)



88 x 31 (Micro Bar)



120 x 90 (Button 1)



125 x 125 (Square Button)

Ad Campaigns (banners) guidelines

Skyscrapers

Recommended Maximum Initial Download Fileweight

40k 160 x 600 (Wide Skyscraper)

40k 120 x 600 (Skyscraper)

40k 300 x 600 (Half Page Ad)

Recommended AnimationLength (Seconds)

:15 160 x 600 (Wide Skyscraper)

:15 120 x 600 (Skyscraper)

:15 300 x 600 (Half Page Ad)

Additional and Updated Information

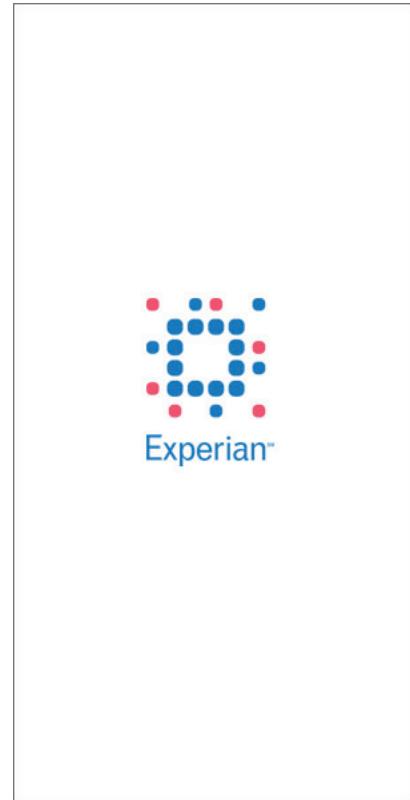
The Interactive Advertising Bureau @ <http://www.iab.net>



120 x 600 (Skyscraper)



160 x 600 (Wide Skyscraper)



300 x 600 (Half Page Ad)

Video & podcast guidelines

Video: Size and format

Size

4x3 and 16x9 aspect ratio

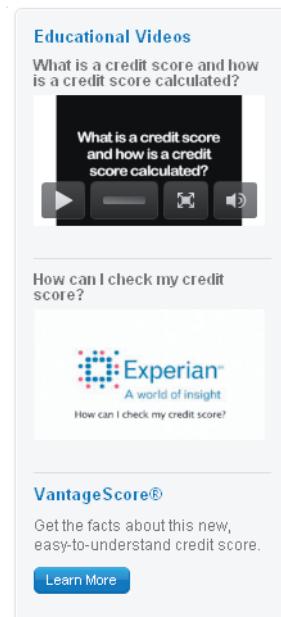
Format

The follow are the only acceptable formats for post at this time.

.flv

.mov

Note: All .swf files are to be converted to either .flv or .mov before posting.



example:
<http://www.experian.com/credit-education/basics.html>



example:
<http://www.experian.com/corporate/experian-community.html>



example:
<http://www.experian.com/credit-education/credit-information.html>

The screenshot shows a sidebar with several video thumbnails and titles. The titles include 'Credit 101', 'Credit Town Hall', 'Funny Truth', 'I'm getting married and wondering...', 'I'm concerned that we may be pa...', 'I've been shopping for a new car ...', and 'What is a security freeze?'. Each thumbnail has a brief description below it.

Video & podcast guidelines

Podcast: Size and format

1A NEW OR SPOTLIGHT PODCAST

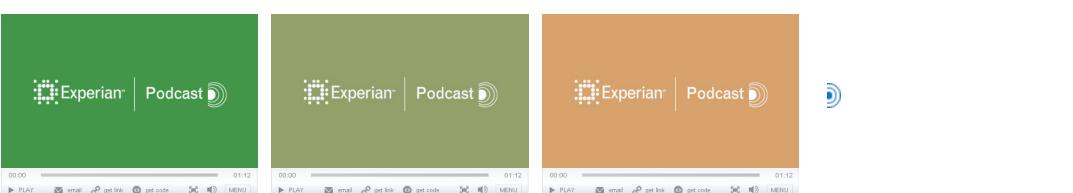
This placement of a podcast would be reserved for new or spotlight podcast. This area can be customized depending on need.

(e.g. if we spotlight a event speaker we can customize with profile photo and/or event branding)



1B FEATURE AND/OR PROMOTIONAL PODCAST

This placement of a podcast would be reserved for feature and/or promotional podcasts



1C GROUP LISTING OF INFORMATIONAL PODCASTS

When there is either a group of informational or more than 5 podcast to promote at a time the podcast icon would be used.



Experian.com | Personal Services | Enterprise Services | Small Business | About Experian | Credit Education | United States | Global Sites | Search

Credit Education | Products | Disputes

All About Credit | Credit Advice | Credit Reporting | Credit Scores | Preventing Fraud | Life Events | Live Credit Smart | Security Freeze | FAQs

LIFE EVENTS AND CREDIT
MAINTAIN GOOD CREDIT THROUGHOUT YOUR LIFE

Life Events and Credit

Find out how life events affect your credit and how to build good credit.

Building Credit

What are the risks and rewards of having credit? Getting your first line of credit? Understand the types of credit available, and find the credit type that's right for you.

Major Purchases

Borrowing a home or car? Financing a new business? Review your credit report first.

1A

Experian Podcast

00:00 01:12

PLAY email get link get code MENU

Credit questions? Find answers.

Search for the Answers

Subscribe to Ask Experian

Credit and Finance Advice

Educational Videos

What is a credit score and how is a credit score calculated?

What is a credit score and how is a credit score calculated?

1B

Experian Podcast

00:00 01:12

PLAY email get link get code MENU

How can I check my credit score?

VantageScore®

Get the facts about this new, easy-to-understand credit score.

Protect My Financial Information

How can I protect my financial information?

Maxine Sweet, Vice President of Public Education for Experian, explains the importance of protecting your financial information and preventing identity theft and credit fraud.

1C

This is a Podcast about ...

Identity Theft Protection

Today, criminals and crime rings don't just steal personal information. They also sell credit card and Social Security numbers online.

PSD Asset Package

Location: Web site style guidelines/Style guide assets/ PSDs

PSD Assets

Along with this document there is a set of PSDs that will help you follow the web and application standards. Below is a list of assets provided.

Once you unzip files and place them on your computer the locations will be "Web site style guidelines/Style guide assets/ PSDs"

1
2
3
4
5
6
7

EXPERIAN_SITE_SHELL.PSD

EXPERIAN_MODAL_SAMPLE.PSD

EXPERIAN_MARQUEE_CATALOG_EXAMPLES.PSD

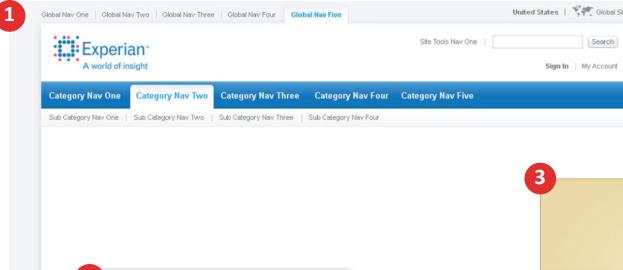
EXPERIAN_LEFTSIDE_NAV.PSD

EXPERIAN_BUTTONS_ALL.PSD

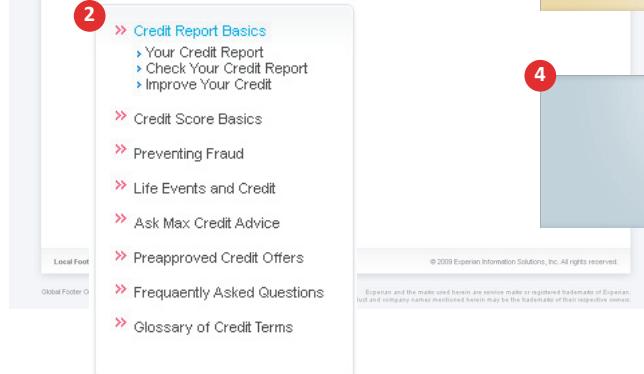
EXPERIAN_MARQUEE_SUBCATEGORY_EXAMPLES.PSD

EXPERIAN_NEWSLETTER_SAMPLE1.PSD

1



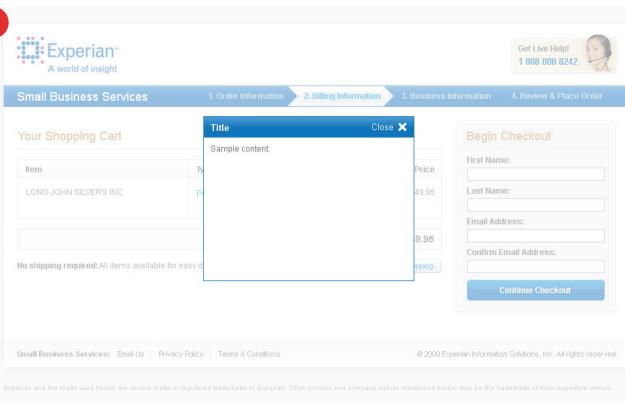
2



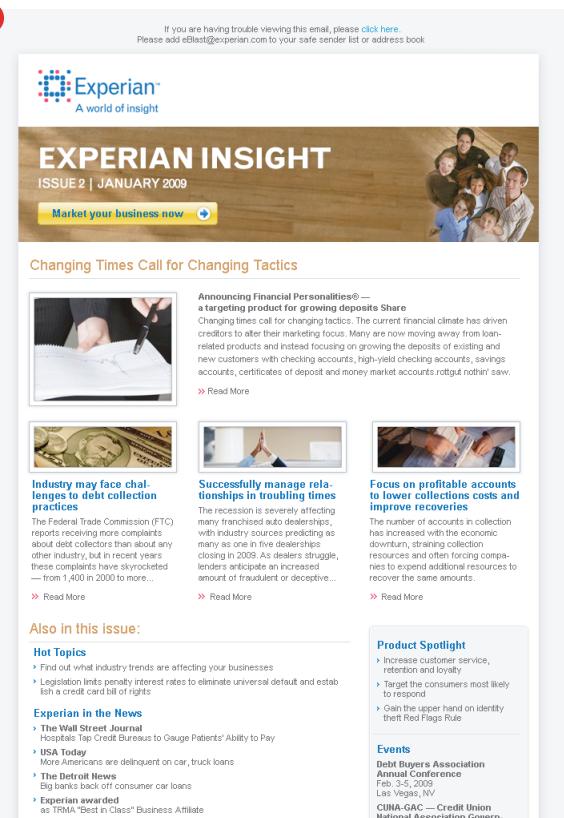
3



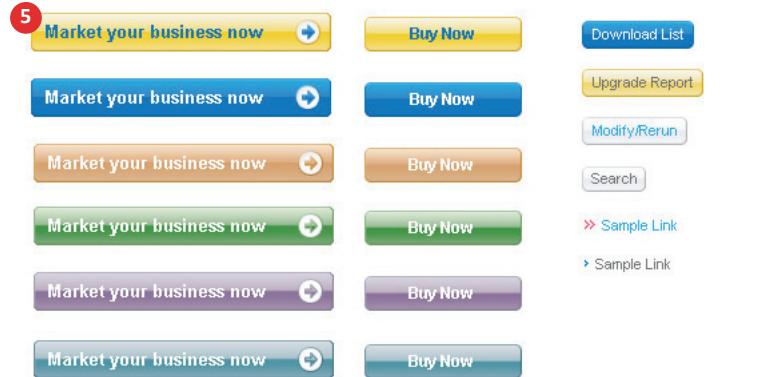
6



7



5



475 Anton Blvd.
Costa Mesa, CA 92626
1 714 830 7000 T
1 714 830 2417 F
www.experian.com



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