

Mimic a Print Advertisement

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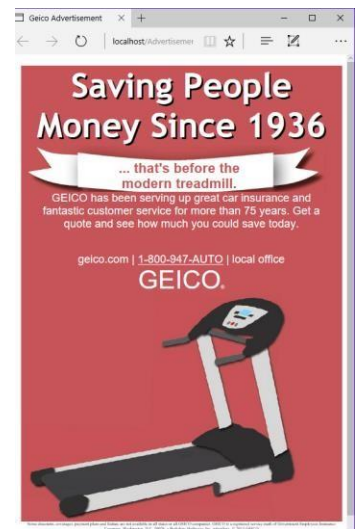
Introduction:

Although print ads are designed in a different way than web content, it is still a good exercise to try to mimic a print advertisement in HTML with CSS styling. A good choice of a print ad for this exercise will be relatively simple but will contain some images, various fonts and font styles and will require some non-trivial positioning challenges. Some liberties can be taken with the design to provide features that are not meaningful in the print media. For example, resizing the window may cause images to resize.

Body:



This assignment was rather challenging to complete. I had to remove the text on the banner so that I could place my own text over top. This required having the image as the background to the text which was tricky to make successful. From there I also had to position all the text such that it would match the original wording. I also have code that should make the GEICO logo the correct font but sadly that didn't appear to work. Compared to the original it is slightly too narrow but does have the added bonus of having a clickable link for the phone number.



Conclusion:

When done correctly a web advertisement has many advantages over print. This is because of the ability to directly link to other resources. In addition, the advertisement can be made adjustable to the size of the window. I believe that this assignment was good practice with using css.

Code: index.php:

```
<div id="Border">
    <div id="Body">
        <div id="Header">
            Saving People Money Since 1936
        </div>
        <div id="Banner">
            <div class="Main" id="BannerText">
                ... that's before the modern treadmill.
            </div>
        </div>
        <div class="Main" id="Quote">
            GEICO has been serving up great car insurance and fantastic
            customer service for more than 75 years. Get a quote and see
            how much you could save today.
        </div>
        <div class="Main"
id="Information">
geico.com | 1-800-947-AUTO | local
office
        </div>
        <div class="Main" id="Geico">
            GEICO<span id="tiny">®</span>
        </div>
        <div id="Treadmill">
            
        </div>
    </div>

    <div id="Footer">
```

Some discounts, coverages, payment plans and feature are not available
in all states or all

GEICO companies. GEICO is a registered service mark of Government
Employees Insurance

Company, Washington, D.C. 20076; a Berkshire Hathaway Inc.
subsidiary. © 2015 GEICO

</div>

</div>

</body>

Code: style.css;

```
@font-face {      font-
family:'EurostileExtended';

    src:
url('/static/545b3c25e4b09756ea1869ad/t/545b46abe4b05ddeffa7381e/141526
8011488/eurostile%20extended.ttf')}

#Geico {      font-family:'EurostileExtended',
sans-serif;      font-size: 60px;      font-
weight:normal;

} #Header{      font-family: "Trebuchet MS", Helvetica,
sans-serif;      font-weight:bold;      text-
align:center;      font-size:80px;      color:white;
text-shadow: 4px 4px black;

} #Border{      margin-
left:20px;      margin-
right:20px;

margin-top:25px;
margin-bottom:35px;

}
```

```
#Body{      background-
color:#C75459;      height:
90%;      width: 750px;
} #Banner{      background-
image:url(Banner.PNG);
display:inline-block;      max-
width:100%;      max-height:100%;
} .Main{      font-family:"Trebechet MS", Helvetica,
sans-serif;      width:100%;      display:block;
color:white;      text-align:center;
} #BannerText{      font-
size:32px;
clear:both;
color:#C75459;
padding-left:170px;
padding-right:143px;
width:400px;
padding-top:35px;
font-weight:bold;
}

#Quote{
    font-size:26px;
width:650px;
padding-left:50px; }
#Information{
padding-top:52px;
font-size:26px;
color:white; } #tiny{
font-size:12px; }
```

```
#Treadmill{
margin:0 auto;
display:block; }

#Footer {
width:750px;      font-
size:9.8px;      text-
align: center;
}
```