



Figure 12-2:
The
interactive
color and
layout
controls.

Then follow these steps:

1. In the Select Palettes list, choose a color palette.

Use the scroll bar to see the full selection of palettes. Click once on a selection to see an ad example on the right. Compare up to four palettes, as shown in Figure 12-2, by making multiple selections. To make contiguous selections, hold down the Shift key and click any two selections. To make noncontiguous selections from the list, click while pressing the Ctrl key.

2. Choose an ad layout by clicking a radio button next to a banner, button, tower, or inline rectangle.

Click the [View examples](#) link to see what these ad layouts look like. (See Figure 12-3.) Chapter 13 discusses style and effectiveness considerations when choosing an ad layout.

3. Scroll down to the Copy-and-Paste box, and select the code.

With the mouse cursor inside the box, press Ctrl+A to select the entire code snippet. It's important to clip the whole thing; if you drag with the mouse, you can accidentally leave out a top or bottom line.

4. Press Ctrl+C to copy the code.

5. Paste the code into your Web page document.