

AD BANNERS GUIDELINES

SIZES

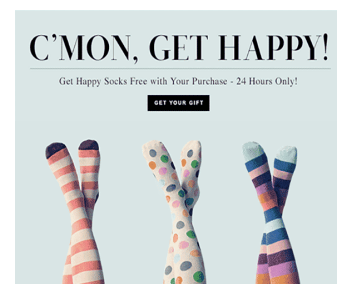
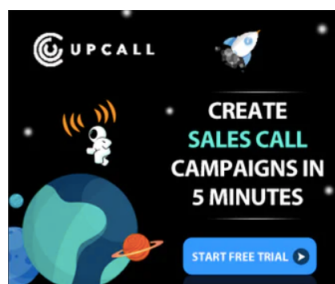
- Desktop Billboard: 970 x 250 pixels
- Mobile Medium rectangle: 300 x 250 pixels

TIPS

- Keep text and visuals simple. Most people will only glance at ads for a second.
- Choose a classic font that is not too stylised.
- Choose relevant graphics and photos that enhance your message and are directly related to your product.
- Make your company logo visually dominant, but not as much as the value proposition or call to action.
- The value proposition should take the most space and be the first thing viewers see (e.g. High Quality, 50% off, Limited Time Offer).
- The call to action must be inviting and a clear focal point of the ad (e.g. Learn More, Get Started, Watch Now).

EXAMPLES

GOOD



BAD

