



## Creative Development Best Practices

### 1. Keep it simple

Your banner ad should stand up to the 2 second glance test. This means keeping wording down to a minimum, and using imagery that compliments the message. Keep away from busy designs, or flashy annoying animations.

Clean, easy to read



Poor graphics, hard to read



### 2. Include your logo,

On every frame. Somewhere. Anywhere. Top, middle, bottom. Make sure your brand is there to represent YOU. Your ad should use similar, ideally identical, colors, images and typography so the user's partially accustomed to your site before they've even visited.

Logo on top



Logo in middle



Your display ad should have design unity with the landing page, and be “visually” relevant to the site it takes you to. Clicking on an ad that reveals a website that looks completely different than what the ad presented will seriously degrade the user's experience and likely derail most

users off the actions you want them to take. You wouldn't expect a Coca-Cola ad to be made up in Pepsi blue, so mimicking key designing decisions of the target in your ad is important to keeping users on track, not allowing them to drop off when they wonder where they've ended up.

### 3. Keep it focused.

This goes along with the “Keep-it-Simple” rule. Keep your ads focused on your target audience with one specific message. If you’re advertising a specific service or product, stick to that message. Multiple messages on a single ad are unnecessarily busy looking and will result in confusion, or worst, be completely ignored.

Clean, focused, fast to read



What is the actual message?



### 4. Effective call-to-action.

Your banner should have something that is obviously clickable. Buttons tend to convey this better than text. And brighter, bigger buttons tend to have the highest click throughs. Call to actions have their own best practices that include colors, shapes, text size, urgency, etc.



Make engagement easy to understand with clear buttons that tell your customer exactly what you want them to do. Act Now...Join Today...Download Here...Check This Out!

Keep it straight and to the point.

## 5. Size standardization and spec's

Since the majority of banner ads are produced to be displayed on someone else's site, specifically, a site your ad designer doesn't have design control over, adhering to the industry consensus on a number of factors is required.

### Creative Spec's

**Dimensions:** 728x90, 300x250, 160x600  
320x50, 300x600

**Accepted Formats:** JPG, GIF, PNG, SWF, HTML5  
and most 3rd party tags

**Max File Size:** 50K

**Max HTML5 size:** 1.5MB

**Looping:** 3x max

**Max FPS:** 18 – 24 FPS



728x90

300x250



300x600

160x600

320x50 or 320x100  
Mobile