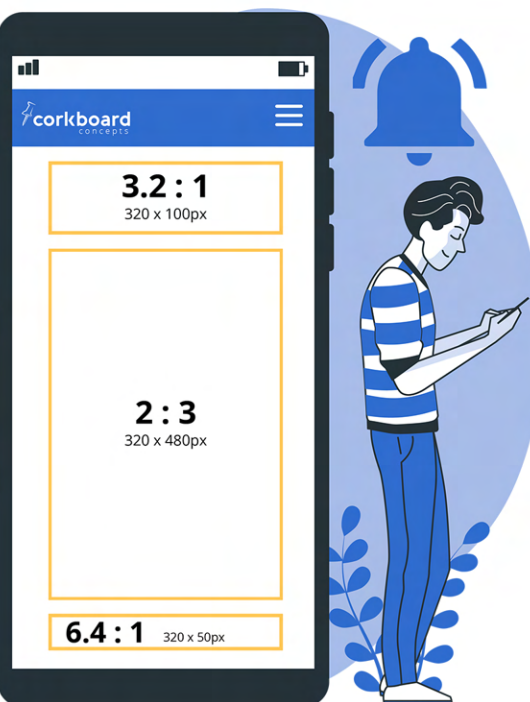


Best Practices For digital display ads

Top 5 Design Tips

To make the most of display advertising and grow your business, using the latest best practices is crucial. Here are a few things to keep in mind when creating display ads and executing your marketing strategy.

1. Use high-quality imagery.
2. Make your product or service the focus of the image. Blank space should not take up more than 80% of the image.
3. Avoid inserting text on top of an image. Overlaid text can be unreadable in smaller ad sizes.
4. For your headline, use clear and simple text to describe your product, service, or brand. Make your description text easy to read and understand (80-character limit). Avoid generic messaging or click-bait.
5. Use the right ad sizes (see below).



Required Ad Sizes:

300x250: Also known as a “medium rectangle” ad – good inventory availability and a higher CTR compared to other sizes. This ad is optimal for desktop displays.

320x50: Mobile compatible size also known as a “mobile leaderboard” – good mobile inventory. This ad is optimal for mobile displays.

728x90: Also known as a “leaderboard” ad – good inventory availability and good CTR compared to other sizes. This ad is optimal for desktop displays.

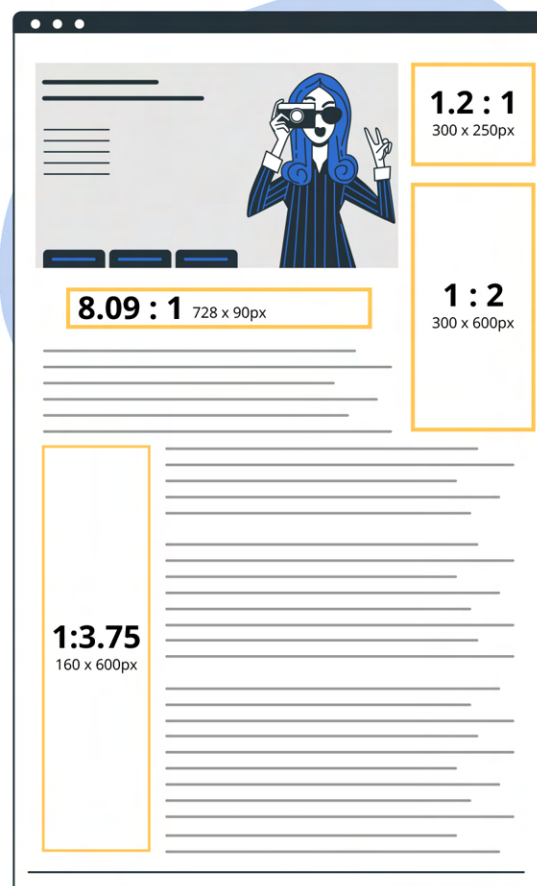
Optional Ad Sizes (by priority):

300x600: Also known as a “half-page” ad – good inventory availability and good CTR. This ad is optimal for desktop displays.

320x100: Mobile compatible size also known as a “large mobile banner” – good mobile inventory and performance. This ad is optimal for mobile displays.

320x480: Mobile compatible size on the DV360 platform – also known as the mobile interstitial” – high performance with good CTR. This ad is optimal for mobile displays.

160x600: This ad size is known as a skyscraper ad, a super skyscraper or sometimes a wide skyscraper. This ad is optimal for desktop displays.



Display Ad Examples:

300x250



The text is short and straight to the point which creates more emphasis on the service being focused on.

728x90



With the use of high-quality imagery, the product is the main focus of this ad. All of the design elements nicely take up the spacing of this ad size, while keeping it breathable and not overly cluttered.

320x100



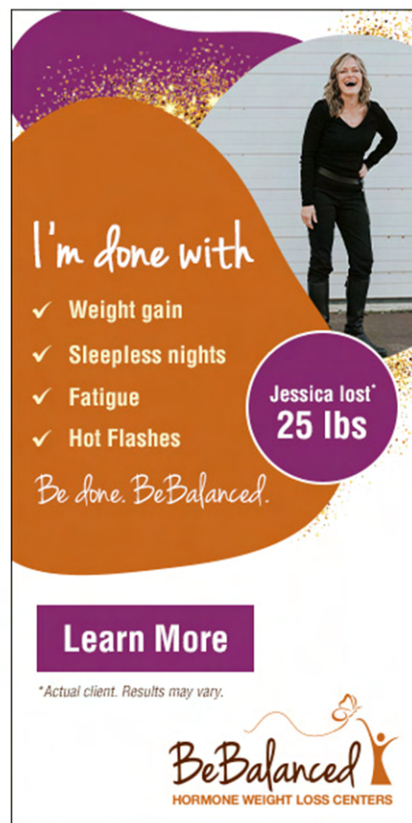
Keeps overlays scannable by using a clean font over a gradient background where the image of the product is still the main point of focus.

160x600



The product is the main focus of the ad using high-quality imagery.

300x600



Uses clear and simple text with a maximum of 4 bullet points. This helps make the text copy more easily digestible.

320x480



The headline is clear and simple and perfectly addresses the purpose of the ad. The imagery not only adds to the design, but also properly showcases the kind of industry this ad belongs to.