Digital Ad Specs . . . .

size	location	static	animation	max. file size
728x90	Top and Bottom Banner	Y	15 sec.	40k
300x250 Banner Rectangle	Above the fold (ATF) or Below the fold (BTF)	Y	15 sec.	40k
300x600 Megaboard	Home Page	Y	15 sec	40k
300x250 & 600x500 Mobile	Full Screen	Y	na	40k
Mobile 320x50 & 640x100	Mobile (adhesion)	Y	na	10k
Wallpaper/Watermark (*1630 x 1275)	Surrounds web page	Y	na	150k
Sliding Billboard 950x30 pencil	Near top of web page	Y	15 sec.	40K
Sliding Billboard 950x250	Slides down from the pencil	Y	15 sec.	40k
Floating Ad home page 980x400	Floats across page once per unique user per 24 hrs	Y	15 sec.	40k
Floating Ad home page 300x250	Above the fold	Y	15 sec.	40k
eMail Blast 600 x 800 (optimal width depth is flexible-less than 1700 pixels).....html with supporting jpg graphics.				
iPad APP Interstitial	1024x768 and 768x1024	Y	na	60k
iPad APP Banner	728x90 and 300x250	Y	na	40k
iPad APP Mobile	320x480 and 320x50	Y	na	40k

NOTE: Due to the lack of support for Flash banners from all major browsers, the Express-News no longer accepts Flash files.
    *Static, Gif & HTML5 (ad tags) are supported

Production Specs . . . .

important details

Border: All ads must have a 1 pixel border if any of the background does not have discernible color.

Animation: Animation must stop at designated times (see above chart)

Audio: User initiated

Frame Rate: Frame rate may not exceed 24 fps (12 is recommended)

Wallpaper: *A template is available to use for specific sizing and placement of elements.

eMail Blast: A spec sheet is availble describing "best practices" required to design & produce HTML eMail files.

1. Keep It Simple

- ❑ Focus on promoting only one product or service per ad.
- ❑ Use stimulating copy such as "Free oil change" to garner consumer attention.
- ❑ Include rich media or video.

SACU FREE CHECKING
YOU KEEP MORE OF WHAT YOU EARN.

2. Use Your Brand's Look & Feel

- ❑ If you have a recognizable brand, take advantage of your company's brand colors, logo, fonts and descriptions. These elements already resonate with your audience and they consciously or subconsciously associate them with your company.
- ❑ When incorporating your logo into a banner ad, the sweet spot for placement is the top center of the advertisement.

Visionworks
NEVER SECOND GUESS YOUR SELFIE.
CLICK FOR LOCATIONS

3. Understand & Emotionally Connect with your audience

- ❑ Convey a positive feeling such as smiling people, puppies or babies are very effective at increasing click-thrus on your banner advertisement.
- ❑ Promote any claims to fame or unique differentiators such as being the oldest or having the best customer service in your industry.

Hill Country Retreat by Del Webb
A day should be ad-libbed, not scripted.
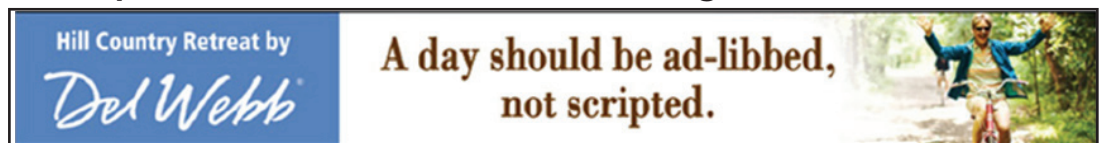
4. Clear Call To Action - Less is more!

- ❑ The call to action is usually made of text or a button with phrases like 'Click Here,' 'Learn More,' 'Watch Now,' or 'Register Here.' It should be a standout focal point of the ad prompting viewers to click on it.
- ❑ The value proposition showcases the service/product your brand provides and calls attention to itself with attractive products, special offers and prices, i.e. 'High Quality,' '50% off,' 'Limited time offer,' or 'Free!' It should take up the most space in your ad and be the first thing that you viewers' eyes are attracted to.

HOBBY LOBBY EVERYDAY!
65,000 Items to Explore
Crafts, Home Decor & More!
40% OFF
Click Now

3 Tips
"effective web banners"

1. Align your creative with your Marketing goals

Identify your campaign's purpose
- Lead generation?
- Sales conversion?
- Product awareness?
- Brand Building?

Know your target audience: and tailor your creative for them
- Who are they?
- How old are they?
- Where are they?
- What do they do?

Product awareness?

Sales conversion?

Brand building?

Lead generation?

2. Create a simple design and a strong call to action

You only have seconds to engage your audience!
- Get their attention with a **strong, clear message** with a **specific call to action** releated to your goal

- Use a **simple, clean design** and capture the prospect's attention using **flash animation**

START YOUR TRIAL

CLICK HERE TO ORDER

Register HERE

3. Create a strong click-through experience

Ad campaigns are more effective when supported by a strong landing page
- Your ad campaign will have more impact when some of the graphic elements of the banner tie into your landing page.

BANNER to WEBSITE consistency