

CREATIVE RESOURCE GUIDE

Keep this display advertising creative guide on hand for quick tips and industry best practices to help your ads stand out from the rest.

FILE TYPES & SIZES



The two most commonly used image file types on the web



- ✓ Stands for Joint Photographic Experts Group
- ✓ JPG and JPEG are synonyms
- ✓ Lossy graphics file (image quality is lost as file size decreases)
- ✓ Most widely accepted image format
- ✓ Not transparent
- ✓ Great for making smaller file sizes
- ✓ Best for images with complex colors

- ✓ Stands for Portable Network Graphics
- ✓ Lossless graphics file (All image information is restored when the file is decompressed during viewing)
- ✓ Less image quality loss
- ✓ Supports transparencies
- ✓ Does not support animation
- ✓ Best for web images



Great for animated advertisements



- ✓ Stands for Graphics Interchange Format
- ✓ Lossless graphics file (All image information is restored when the file is decompressed during viewing)
- ✓ Can be animated by using a series of frames
- ✓ Supports transparencies
- ✓ Great for smaller color palettes
- ✓ Best for simple images & small icons

- ✓ Stands for **HyperText Markup Language**
- ✓ The safest option for animation, as it is accepted across all browsers, and is best optimized for mobile
- ✓ Can detect a user's location
- ✓ Can provide responsive ads based on device size
- ✓ Smooth animations
- ✓ Best for high definition video, audio, and graphics
- ✓ Great for mobile browsers

Utilize a mix of both **common and uncommon** creative sizes in order to win a wider variety of inventory.

TOP PERFORMING DESKTOP BANNER AD SIZES:



160x600

skyscraper
(avg. CTR 0.105%)



300x250

medium rectangle
(avg. CTR 0.083%)



728x90

leaderboard
(avg. CTR 0.051%)

TOP PERFORMING MOBILE BANNER AD SIZES:



300x50

mobile banner
(avg. CTR 0.401%)



320x50

mobile leaderboard
(avg. CTR 0.278%)



300x600

half page
(avg. CTR 0.250%)

DESIGN

ANIMATED ADS

Often the most eye-catching, but try not to make them too distracting. Avoid blinking, flashing, fast moving or brightly colored animations, as this can be harmful to those with certain medical conditions and reflects poorly on the brand.

STAND OUT FROM THE CROWD

In its **display ad guidelines**, the Interactive Advertising Bureau (IAB) states that display ads should be “distinguishable from normal webpage content.” In the case of an ad with a white background, use a border to ensure it will stand out on a webpage.

WHAT DID YOU SAY?

Fonts should be easy to read. Sans serif fonts are much more web friendly (especially at small sizes), but use of such fonts depends on the company and brand style guides. Use your best judgement.

HOUSTON, WE'VE LANDED

The landing page should look and feel similar to the ad. Consistency is key! Similar colors, images, and styles helps provide a trustworthy experience, and makes your brand appear less spammy.

WHAT'S THE POINT?

Design around the campaign goal. Brand awareness ads should be consistent with the overall branding of the company. Promotions (i.e., BOGO) should call attention to that incentive in the ad. A brand's logo should always be present in an ad for built-in brand awareness and trust, regardless of the campaign goal.

INTERACTIVE DISPLAY ADS

Otherwise known as rich media ads, these ads are gaining popularity. For example, an ad where users can change the paint color on a car. Although the **industry average** CTR for rich media is 0.14%, when the interaction is genuine and appealing to a target audience and placed above the fold, CTRs can increase by 0.15–0.22%.

LIVE IN COLOR

Take **color psychology** into account. Use colors that allude to certain industries (i.e., blues/greens for healthcare). This varies by culture as well, so to get the most out of color psychology, know who you're targeting.

TO CLICK, OR NOT TO CLICK

Get creative with buttons. They should stand out from the background of the ad, and go beyond the generic “learn more” or “shop now” to spark curiosity and encourage clicks.

KEEP IT SIMPLE

Be mindful of text amount versus ad size. This is especially true on mobile—any text included on the display ad should be easy to read. An effective banner ad will compel users to visit a landing page to find additional information; this is where the bulk of the copy can be featured.

MAXIMIZE YOUR MOBILE

Design for mobile first! According to IAB's **Annual Revenue Report**, mobile banner ads now account for 67% of overall digital ad spend across banner, rich media, and sponsorships. Instead of starting with desktop and scaling down to mobile, try starting with mobile, then scaling up to desktop.