

TIPS FOR CREATING AN Effective Digital Ad

Since the first ad appeared on the internet in 1994, advertisers have been searching for direction on how to create an effective digital ad. The design of the ad can have a direct impact on the effectiveness of the overall campaign – so it's crucial to get it right.

the message

- The headline should be **bold and powerful** to grab attention.
- **Be concise** and keep your message simple. Avoid overwhelming potential customers with too much information.
- Make the message **specific to your audience**.

the call to action

- Make your call to action **direct and obvious**.
- **Buttons** increase click-through rates.
- Create a **sense of urgency** by using phrases such as “free trial” or “limited time offer.”
- Provide **easy, clear directions**.
- Make sure to **link the ad** to your website.
- Don't forget to include a **local phone number**.

best ad specs:

Dimensions:

- 300x600 - half page
- 300x250 - medium rectangle
- 336x280 - large rectangle
- 728x90 - leaderboard
- 300x50 or 320x50 - large mobile banner

File formats:

- JPG
- PNG
- GIF
- HTML5

Keep the **file size** to no more than 150kb.



300x250 medium rectangle

the design

- Give the ad a **different look** than other content on the page.
- Use **compelling graphics** that reinforce your message or business. Don't use images just to use images.
- **Fill the frame** with the images and graphics, creating a clearly defined frame.
- Choose only one or two fonts and use **different point sizes and weights** to highlight importance.
- **Use colors that match your brand identity**. Light colors on dark backgrounds are easiest to read.
- Keep the design **simple** and use space wisely.
- **Animation ads perform better** than static ads. Keep animation to no more than 15 seconds and three loops.



MANSI Media
The Newspaper & Digital Advertising Authority