

Internet-Based Advertising

CREATING ADS IN PHOTOSHOP FOR USE ON THE WEB

Online Advertising

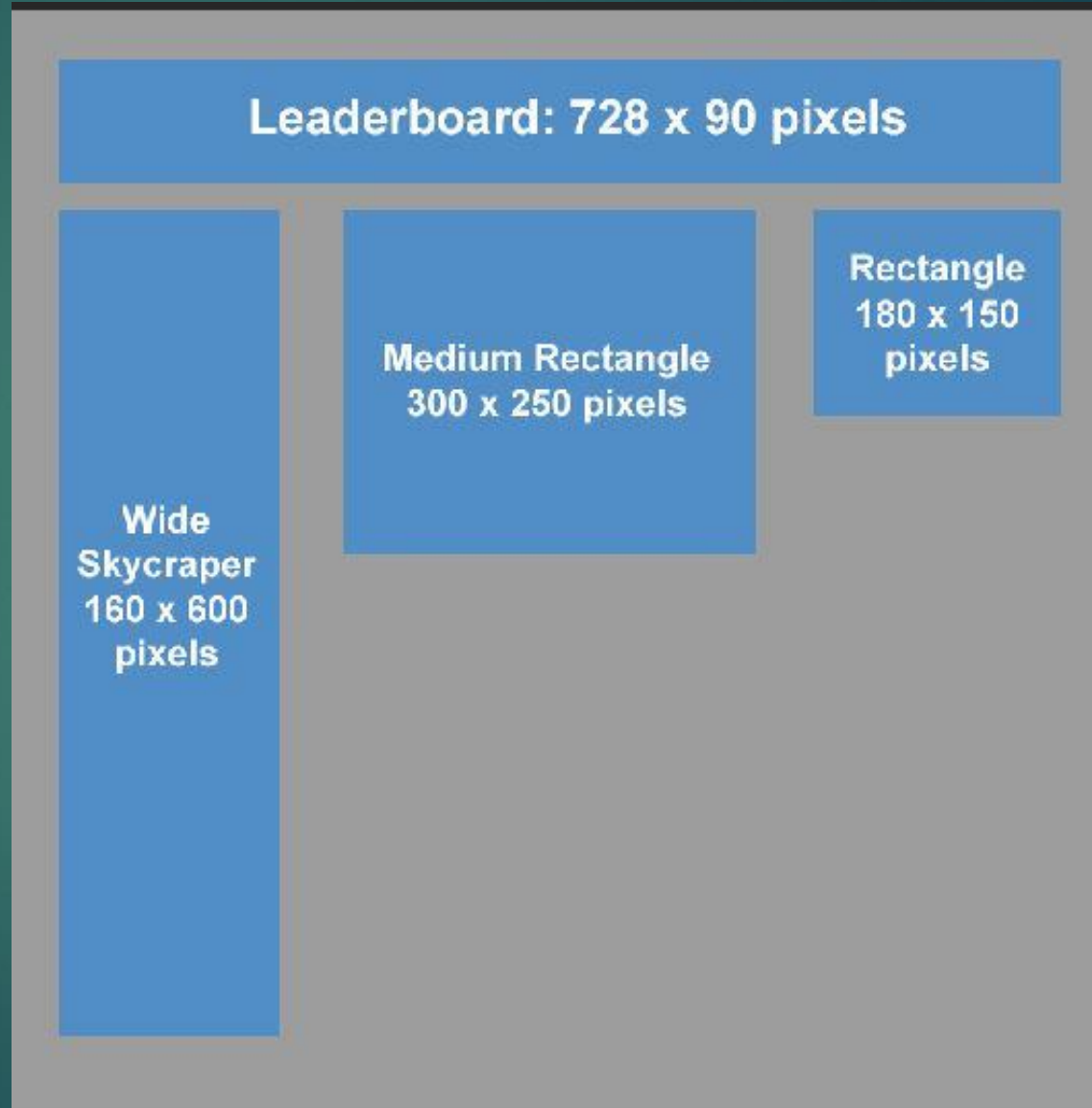
- ▶ A form of marketing that spans across the Internet.
- ▶ A lot of people have resorted to Ad-blockers
- ▶ It still remains an ideal way for businesses of all sizes to reach their target markets

Types of Online Advertising

- ▶ Display Advertising
 - ▶ Use of web banners placed on third-party website or blog
 - ▶ They can be static or animated and include interactive media (audio/video)
- ▶ Affiliate Marketing
 - ▶ Placing campaigns with a large number of publishers, who are paid media fees when the advertiser receives web traffic.
- ▶ Social Network Advertising
 - ▶ Advertising found on social networks
- ▶ Search Engine Marketing (SEM)
 - ▶ Form of marketing that seeks to promote websites by increasing their visibility in search engines result pages.
- ▶ Mobile Advertising
 - ▶ Carried out via text messages or applications

Web Banner Ads

There are four standard web banner sizes



Components of An Effective Banner Ad

- ▶ **Logo** – company's color scheme and branding should be referenced in the design of the banner ad. It should be visually dominant
- ▶ **Value Proposition** – It should be the first thing that attracts the viewer's eyes. The most prominent element on the ad. It should take up most of the space.
- ▶ **Body Copy** – Do not put every little detail of information on the ad itself. Include just enough information to hook the reader.
- ▶ **Image** – choose images that are relevant to the message or product offered. Images are not always required and sometimes text ads with nice typography are just as effective. Use images only when needed.
- ▶ **Call to Action (CTA)** - a critical element to a banner ad is the call to action. This is text or a button that asks the user to interact with the banner ad.

Ad Preview

We've created your ad in multiple sizes below to meet the placement criteria for all publishers in the Google Display Network. Your ad will appear more often on more partner sites if you select more size variations.

728 x 90



300 x 250



120 x 600



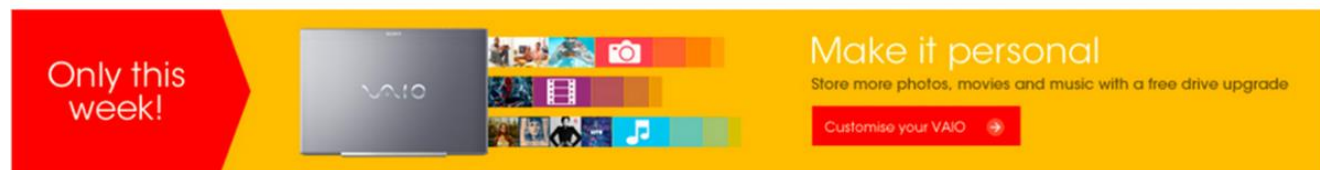
160 x 600



336 x 280



ORIGINAL



VARIATION 1



VARIATION 2



Design Tips

- ▶ **Create standard sizes** – see slide 4
- ▶ **Create Hierarchy** – 3 elements: Branding, message and encouragement to click.
- ▶ **Include a Call to Action** – What are users supposed to do next? Tell the users what to do and where to click.
- ▶ **Include a Button** – create an actual button that tells the user where to click
- ▶ **Fonts are Key** – Use only two typefaces – Use big font with the headline to grab attention. Use a simple font for other text and the button.
- ▶ **Use simple animation** – 2 second transitions should be plenty of time to deliver animation. It should be a smooth transition. (hint: using Tween effect)

Design Tips

- ▶ **Save Proper File and File Size** - Images should be optimized GIF's and no more than 150kb in size when saved out
- ▶ **The Copy** - important and you should create a message that sells
- ▶ **Maintain Brand consistency** – use the logo and color scheme
- ▶ **Strong Imagery** – use where appropriate. Images are not always necessary. In fact, good graphic elements and typography are sometimes just as effective.
- ▶ **Keep it Simple** – One image (if necessary), One message, One call to action, One brand mark

