**FILE TYPES & SIZES**

- **JPG**
  - Words for: Artwork, photography, histograms, graphs, 3D images, photos, and most high-quality graphics that need to be compressed for web use.
  - Lossy formats (high compression) not ideal for data-driven ads or where the data is to be used for analysis.
  - Not suitable for image-based ads.
  - Supports the RGB color model.
  - Best for high-quality images, especially photos.

- **GIF**
  - Words for: Images showing motion or animation.
  - Lossless or lossy (high compression) formats:
  - Supports the ARGB color model, ideal for user interface elements.
  - Supports transparency.
  - Great for web banners.
  - Supports a small size.

- **PNG**
  - Words for: Banner ads, logos, icons.
  - A lossless or a lossy format (high compression):
  - Supports transparency.
  - Supports various color models.
  - Supports a small size.
  - Best for simple images or small icons.

**TOOL PERFORMING DESKTOP BANNER AD SIZES.**

<table>
<thead>
<tr>
<th>Size</th>
<th>Recommended Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>728x90</td>
<td>indictment.png (160 KB)</td>
</tr>
<tr>
<td>302x250</td>
<td>indictment.png (160 KB)</td>
</tr>
</tbody>
</table>

**TOOL PERFORMING MOBILE BANNER AD SIZES.**

<table>
<thead>
<tr>
<th>Size</th>
<th>Recommended Size</th>
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</thead>
<tbody>
<tr>
<td>300x250</td>
<td>indictment.png (49 KB)</td>
</tr>
<tr>
<td>250x250</td>
<td>indictment.png (57 KB)</td>
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</table>

**DESIGN**

- **STAND OUT FROM THE CROWD**
  - In your display ad guidelines, the Interactive Advertising Bureau (IAB) states that display ads should be “distinguishable from non-website copy”, so in the case of a white background, use a color to ensure it will stand out but not on a website background.

- **WHAT DO YOU SAY?**
  - Fonts should be easy to read. Sans serif fonts are more readable, especially on a small size, but any font that depends on the company and brand style guidelines, use your best judgement.

- **HOUSTON, WE’VE LANDED**
  - The landing page should look and feel similar to the button. Consistency.
  - Smaller colors, images, and styles help provide a trustworthy dynamic, 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 out that this is promotion, and a brand logo should always be present in an ad for built brand awareness and authenticity, regardless of the campaign goal.

- **KEEP IT SIMPLE**
  - Be mindful of text amount versus space.
  - If truly necessary, keep only their URL and include in the ad display that the ad should be entered into your respective backend to ensure optimal response and landing pages to find additional information, link to where brand can be found.

- **MAXIMIZE YOUR MOBILE**
  - Design mobile first, then adapting to desktop, not the other way around.
  - Make sure your mobile banner ad works for the 67% of smartphone and mobile tablet users, and do not ignore size, graphics, and compositions.
  - Instead of starting with desktop and scaling down to mobile, try starting with mobile, then scaling up to desktop.