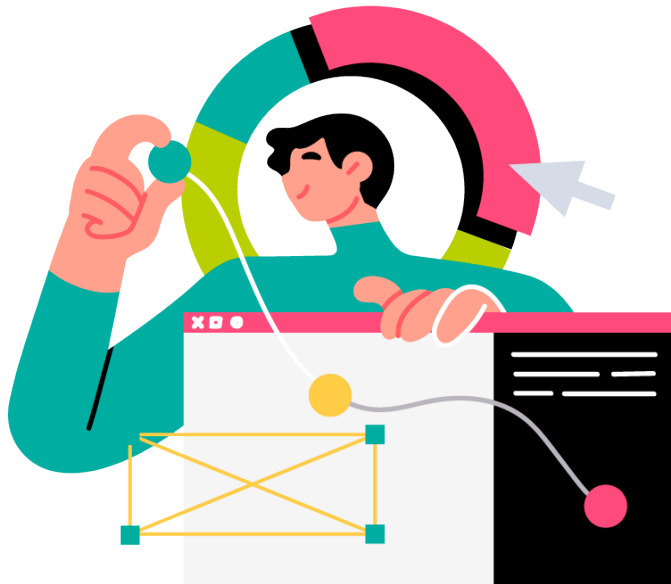


DISPLAY ADS & BEST PRACTICES



RECOMMENDED AD FORMATS:

- .JPG or .PNG (static image)
- .GIF (animated - max. 15 seconds of looping)

RECOMMENDED AD SIZES (IN PIXELS):

- 300 x 250: Medium Rectangle
- 728 x 90: Leaderboard
- 300 x 50: Mobile Banner
- 320 x 50: Mobile Leaderboard

MAX FILE SIZE:

- 150 KB
- 150 KB
- 44 KB
- 44 KB

OPTIONAL AD SIZES

- 160 x 600: Wide Skyscraper 150 KB
- 300 x 600: Half-Page Ad Unit 150 KB

ESTABLISH A HIERARCHY

Include these three essential elements in display ads, listed in order of importance:

- **Value Proposition:** Calls attention to the product or service. May feature highlights, special offers or prices and should be the primary content of the ad. (i.e., "Buy two sweaters, get one free!")
- **Call-to-Action (CTA):** The CTA serves as an invitation for the user to click. It may not require the most space, but it should grab attention using ample color contrast. Display ad CTAs should take the form of labeled buttons. (i.e., "Get My Free Sweater Now")
- **Logo:** It's essential to include the organization's logo to build brand awareness and provide context. However, it should not be the ad's focal point.

ADDITIONAL SPECIFICATIONS:

- Use high-quality assets within your ads, whether photography, illustrations, or logos. Images must be recognizable and relevant.
- Text must be legible. We recommend using sans-serif fonts, like Arial or Roboto, especially at small sizes. Keep font sizes to 10 point or above.
- Creatives must occupy the entire space of the ad size you've chosen.
- Creatives cannot be segmented, contain multiple copies of itself within the ad, or otherwise appear to be more than one ad.
- Ads with partially black or white backgrounds should include visible border of a contrasting color.
- Creatives must open a new browser tab on click. Cannot open in the same tab.
- Use the RGB color mode when designing, which ensures that brand colors will display as intended.

COLOR MEANINGS:

	Sensuality, Innocence, Sweetness & Delicacy, Gluttony, Immaturity		Serious, Mystery, Elegance & Sophistication Creates contrast, Sad & Negative
	Protection, Security, Serious, May seem boring, Use in moderation		Love & Passion, Emergency, Powerful & Dynamic, Fear, Stimulates the Appetite
	Heat, Joy & Optimism, Inspiration, Cheer you up, Makes you critical		Luxury, Courage & Loyalty, Mystery & Magic, Creativity, Introspection
	Trust & Stability, Honesty, Loyalty, Hard to perceive, Reassuring		Positiveness, Motivation, Makes you hungry, Heat, Comfort & Protection
	Purity, Cleanliness, Emptiness & Isolation, Equality, Peace		Hope, Health, Life & Growth, Soothing, True, Chance