

# 5 DIGITAL AD MUST-HAVES

Here is a list of digital ad best-practices. We're here to help you get the most out of your advertising, so please don't hesitate to ask us for guidance.



## CORRECT RESOLUTION

Digital ad files differ greatly from printed ad files. Your digital ad could be blurry if it is not the correct resolution (DPI). Refer to our spec sheet for further details.



## LARGE, SPARSE TEXT

Use text sparingly, and make it large enough to be read on any digital platform. Include only necessary text, saving details for the landing page.



## CALL TO ACTION

Don't assume that a reader will click on your ad for more info. Be clear on what you would like them to do next. Use verbs like call, click, email, visit, order, etc.



## MULTIPLE SLIDES

Some web ads can accommodate multiple slides for a nominal upcharge. This increases your ad's real-estate considerably and calls attention to your ad.



## RESPONSE TRACKING

Track responses from your digital ad by creating a unique landing page on your web site, or by setting up a unique phone number only used in your ad campaign.