

5 DIGITAL AD MUST-HAVES



CORRECT RESOLUTION

Digital ad files differ greatly from print ad files. Make sure it is the exact size needed, and the correct resolution (DPI). Refer to our spec sheet for 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 charge. 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 website, or by setting up a unique phone number only promoted in your ad campaign.