

[Contact Us](#)

[View our Best Practices](#)

[Visit our Website](#)

Best Practices for Effective Banner Ads

- Create visual magnetism with bright colors and contrast between elements.
- Large headlines work better than small ones.
- Banners are like billboards, which are read by motorists driving at 60 mph who can absorb only a half-dozen words.
- Keep it simple. Viewers should know exactly what the ad is about.
- Focus on major selling points, emphasizing benefits instead of features.
- Use words that seize attention, such as "free," "register to win," or "click here for pricing."
- Include user interfaces such as "click here for details" on the banner. Use it on the right side, not the left side.
- Don't over-design the ad.
- Limit the number of fonts to three or fewer.
- Issue a call to action. Tell exactly what you want your view to do in response to your ad.