

Creating banner adverts: the dos and don'ts

... for smart phones

Please view this PDF at 'Actual Size' or 100%.

With a large percentage of our web traffic coming from mobile, it's important that you read the following guidelines to ensure your advert is legible and performs to the best of its ability.

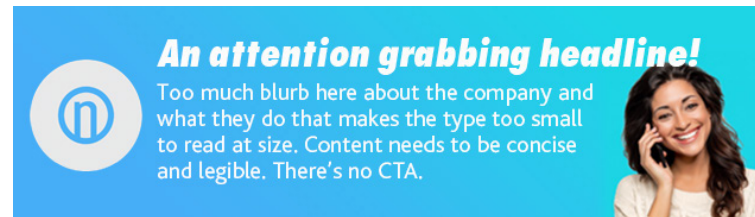
- Banner artwork supplied to us needs to be created double the size to reproduce clearly on high definition screens.
- But it will only be viewable at 50% once live so it is essential that you view your artwork at 50% to ensure you are happy with the legibility of any logos, text etc included.



Before supplying...

1. Have you checked the artwork at 50% to see what size it will be when live?
2. Are you happy that logos and text are legible at 50%?
3. Is the artwork too busy?

Don't do this...

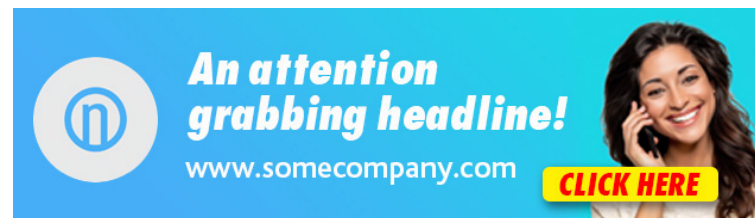


Mobile banner supplied size: 640px wide x 180px high

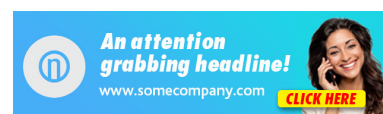
This works much better... less is more!



The positioning and size of elements on the mobile banner below work better:

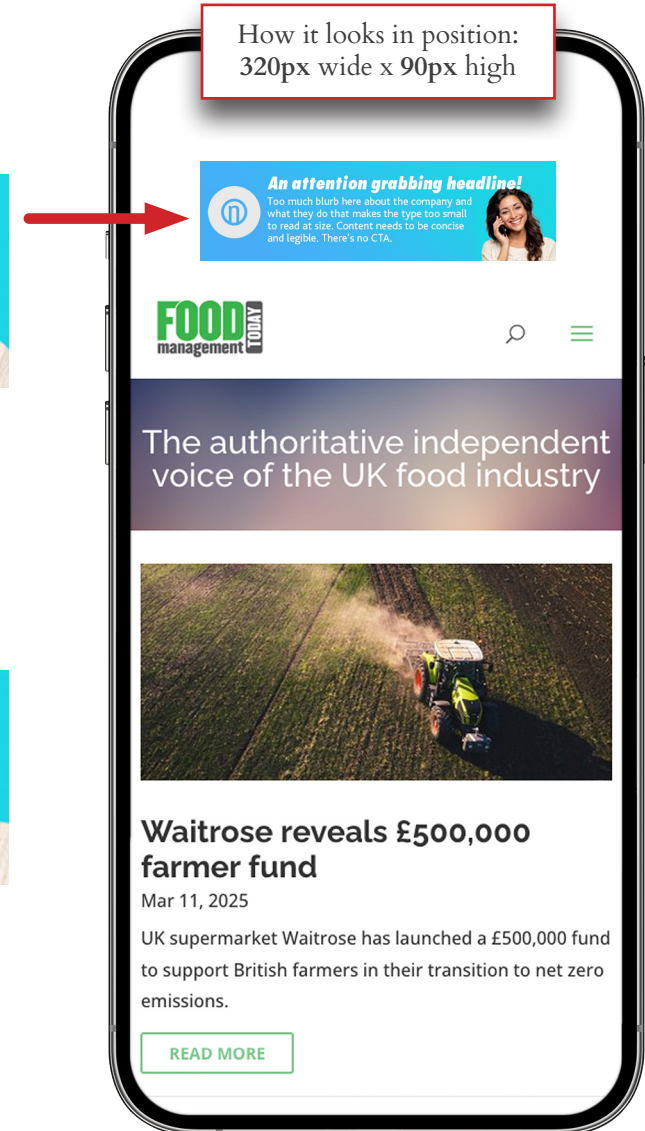


Mobile banner supplied size: 640px wide x 180px high



Actual size: 320px wide x 90px high

How it looks in position:
320px wide x 90px high



iPhone 13 at actual size.

... for desktop

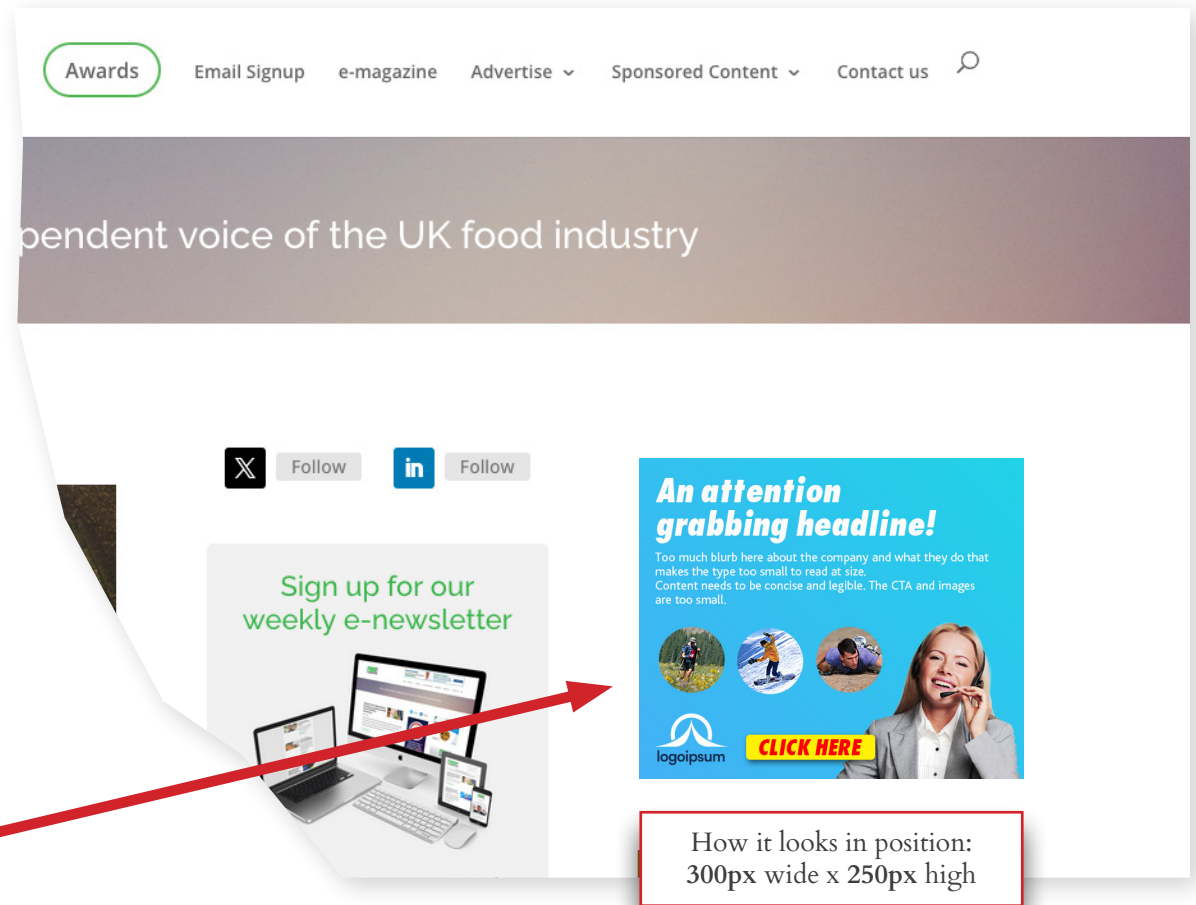
Before supplying your MPU or desktop banner...

1. Have you checked the artwork at 50% to see what size it will be when live?
2. Are you happy that logos and text are legible at 50%?
3. Is the artwork too busy?

Don't do this...



MPU banner supplied size: 600px wide x 500px high



This works much better... less is more!

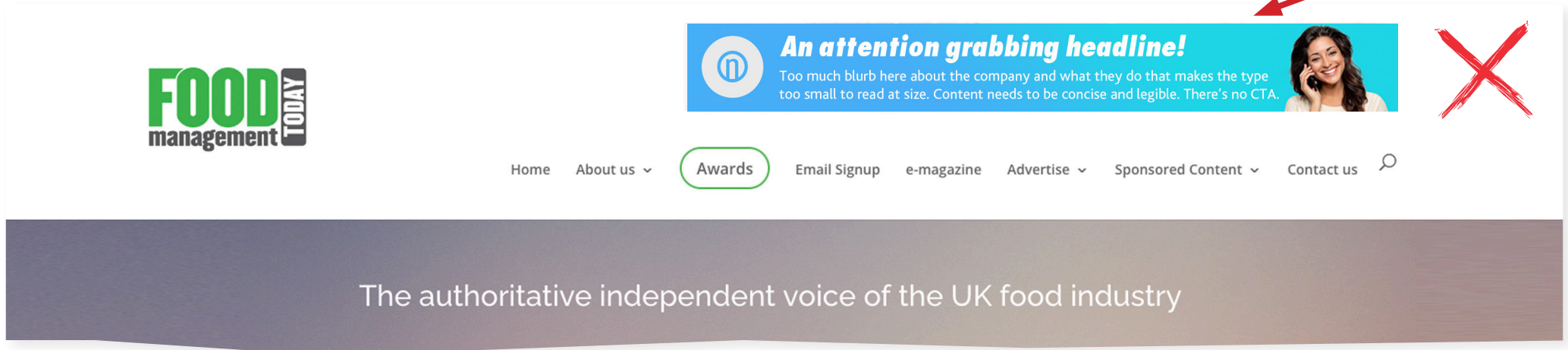
The positioning and size of elements on the MPU banner here work better:

Actual size:
300px wide x 250px high



... for desktop

The top banner should be supplied at 1456px x 180px, but here it is in position at actual size:



This works much better... less is more!

The positioning and size of elements on the top banner here work better at the actual size of 728px wide x 90px high

