

Creating newsletter banners: the dos and don'ts

... for smart phones

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

With a large percentage of our newsletter viewers reading 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.

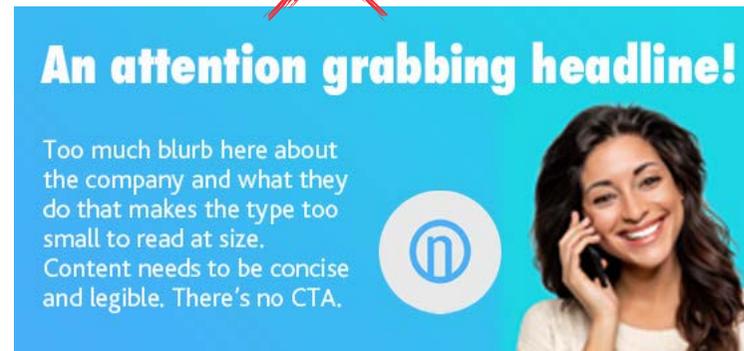
- Banner artwork supplied to us needs to be created double the size to reproduce clearly on high definition screens.
- But it will only be viewable at 50% once live so it is essential that you view your artwork at 50% to ensure you are happy with the legibility of any logos, text etc included.

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?

Please see Desktop version overleaf.

Don't do this...



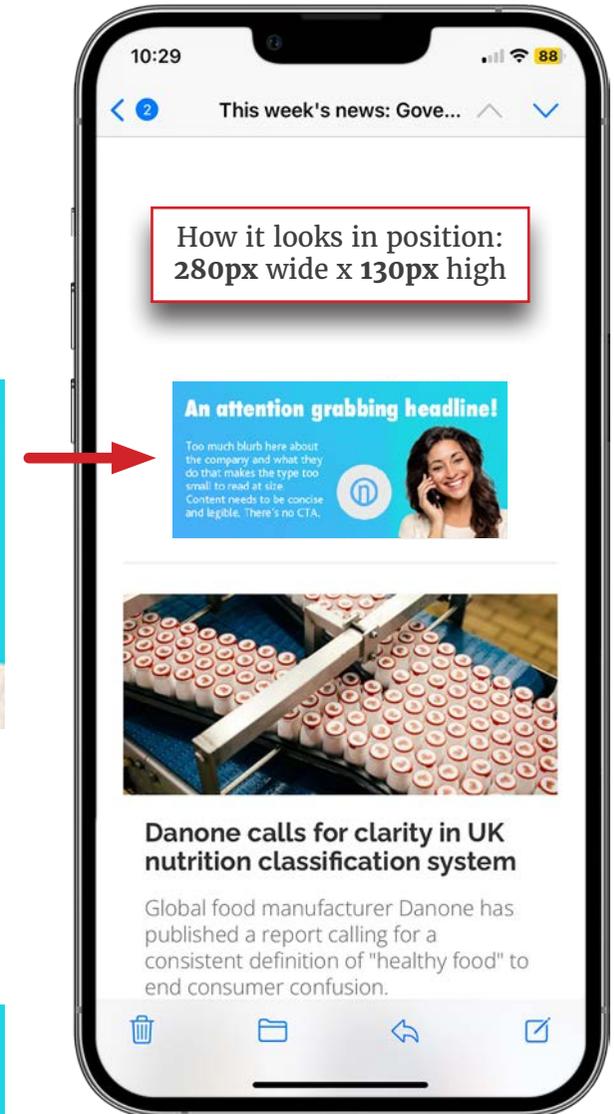
Mobile banner supplied size: 560px wide x 260px high

This works much better... less is more!

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



Mobile banner supplied size: 560px wide x 260px high



iPhone 13 at actual size.



Actual size: 280px wide x 130px high

More overleaf →

... for desktop

Before supplying your desktop banner at 1,120px x 180px...

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?



Meatless Farm and Vegan Fried Chicken are to split from plant-based company Vegan Food Group.

[READ MORE →](#)

An attention grabbing headline!
Too much blurb here about the company and what they do that makes the type too small to read at size. Content needs to be concise and legible. There's no CTA.

Danone calls for clarity in UK nutrition classification system

Global food manufacturer Danone

Don't do this...

Meatless Farm and Vegan Fried Chicken are to split from plant-based company Vegan Food Group.

[READ MORE →](#)

An attention grabbing headline!
Some blurb here about the company and what they do. 010 555 555 • www.somecompany.com [CLICK HERE](#)

Danone calls for clarity in UK nutrition classification system

Global food manufacturer Danone

This works much better... less is more!

The positioning and size of elements on the desktop version here work better at the actual size of 560px wide x 90px high