Animated Display Banners
Do-It-With-Me Solution

Animated Display Banner can complement your campaign and encourage your target audience to take action with stunning and captivating visuals.

What to Expect Next:

Fulfillment form

Client Requirements

To ensure a smooth and efficient process, please fill out the fulfillment form with as much detail as possible. This will help streamline the entire experience. You can prepare for this step by having these details confirmed:

Advertiser's Logo

In order to create creatives for your campaign, we require your logo. (Minimum 250px wide, prefer PNG, EPS, Ai, or PSD files)

Images

Images are an extremely important element to making your campaign a success. We recommend a 1-3 minimum of high resolution images related to the promotion you are offering.

Promo and Slogan

Ads perform **significantly better** when we have a promotion attached. What we need is a short, concise slogan and/or promotional offering that is 2 sentences maximum length (unless otherwise specified).

Timeline: We'll review the order and start the process within 1 business day. Deliver the order within 2 business days.

Please note: if any information is missing from the form, this will delay the overall process and delivery of the finished files.

Banner design and revision

Creative Build: Our design team will work on design and add elements after we receive all the information from your onboard. We'll share the completed creatives with you for approval.

Please note: One round of revisions can be submitted by replying to the email. You need to include all your comments and edit requests in a single email. Additional revisions beyond this first round will incur a fee.

Timeline: 2 business days

Revision: Review the HTML5 banners to ensure every detail is accurate and meets your needs.

Timeline: 2 additional business days

Final delivery

The final deliverable of your 6 animated banners will come in 3 formats:
- Index.html files
- JPEG or PNG files
- Preview link to easily view the animation

If you currently have an ads campaign with our team, please let us know in the fulfillment form and our team will upload the correct creatives to the correct campaign.

If you do not have an advertising campaign with us, you're free to take these creatives and use them on the advertising platform of your choice.

What's included in this offering?

A display ad campaign is only as strong as its creative assets. Get more value from your campaign budget with professionally made HTML animated graphics.

What's included in this offering?

1.   Display HTML animated banners (set of 6, up to 15 seconds with 1 loop)
      a.   728x90 (Leaderboard)
      b.   300x250 (Medium Rectangle)
      c.   300x600 (Half Page)
      d.   160x600 (Wide Skyscraper)
      e.   320x50 (Mobile Leaderboard)
      f.   300x50 (Mobile Banner)
2.   Backup Static image for all versions
3.   Platform provided preview links

Note: This order includes one round of revisions. If you'd like more than one of the above display ad graphics, please purchase an additional creative and provide ad dimension.

Our team will follow the IAB (Interactive Advertising Bureau) standards. These standards define the file specs, duration, and technical requirements for digital display ads.

ClickTAG

A ClickTAG is a small code that tracks where people go when they click an ad. Some ad platforms require it to properly record clicks and direct traffic. If your campaign already uses ClickTAGs, just send it to us, we'll add it to your HTML5 banners so they're ready to run and track performance correctly. If not, no problem, your ads will still look and function perfectly without it.

Service Limitations

This Animated Display Banner service provides **only the creative design files** for your ads, **not the setup** or **management of a campaign** within a DSP(Demand-Side Platform). We do not include the creation or setup of a campaign within an advertising platform, such as Google Display & Video 360 or The Trade Desk.

If you already have a DSP, simply provide the platform details and any ad specifications to our design team. We'll ensure your HTML5 banners are built to match those requirements perfectly and are ready to upload once complete.

Only one round of free edits is included with this offering. Any additional edits may be accommodated through the Creative Edits add-on.

Frequently Asked Questions

The Basics - Additional Details

Will you create and run the ad campaign for me?
No, this service fulfills the creative graphic only. You can run your campaign through one of the advertising campaign products listed in the product description.

What do I need to provide to start the design process?

We can start with just the logo, but the more information you provide us, the better!

You may provide things like:
- Images of the product/service or approved stock images (.jpeg, .png)
- Web-safe font
  - (Web-safe fonts are fonts that are commonly available and display consistently across most browsers and devices, without needing to be downloaded from the internet.)
- Brand colors (hex code)
- Promotion or slogan
- Call to action

What are the ad sizes?
Banner Ads
- 728x90 (Leaderboard)
- 300x250 (Medium banner)
- 300x600 (Half Page)
- 160x600 (Wide Skyscraper)
- 320x50 (Mobile leaderboard)
- 300x50 (Mobile banner)

Can ads be built in different languages?

Yes, if you provide our team with the specific copy wanted on the ad.

Can I provide the headline, offer, description, and call to action?

Yes, we prefer that specific direction is given when it comes to the ad copy. If we are not provided with direction, we will use copy from your website or social media pages**.**

Do you provide stock images if I have no creatives to supply?

Yes. If no images are provided, our designers will use images related to the product/service from your website or a stock image site.

How many edits do I get?

One round of free edits is included. Any additional edits must be made by purchasing the Creative Edits add-on.