

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.

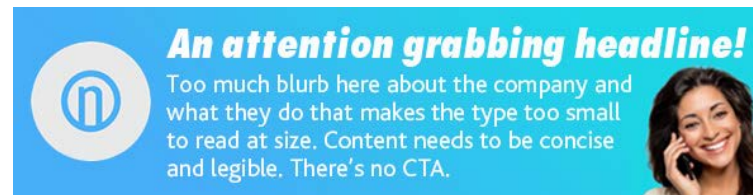
- Banner artwork supplied to us needs to be created double the size to reproduce clearly on high definition screens.
- But it will only be viewable at 50% once live so it is essential that you view your artwork at 50% to ensure you are happy with the legibility of any logos, text etc included.

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?

Please see Tablet version overleaf.

Don't do this...



Mobile banner supplied size: 600px wide x 150px high

This works much better... less is more!

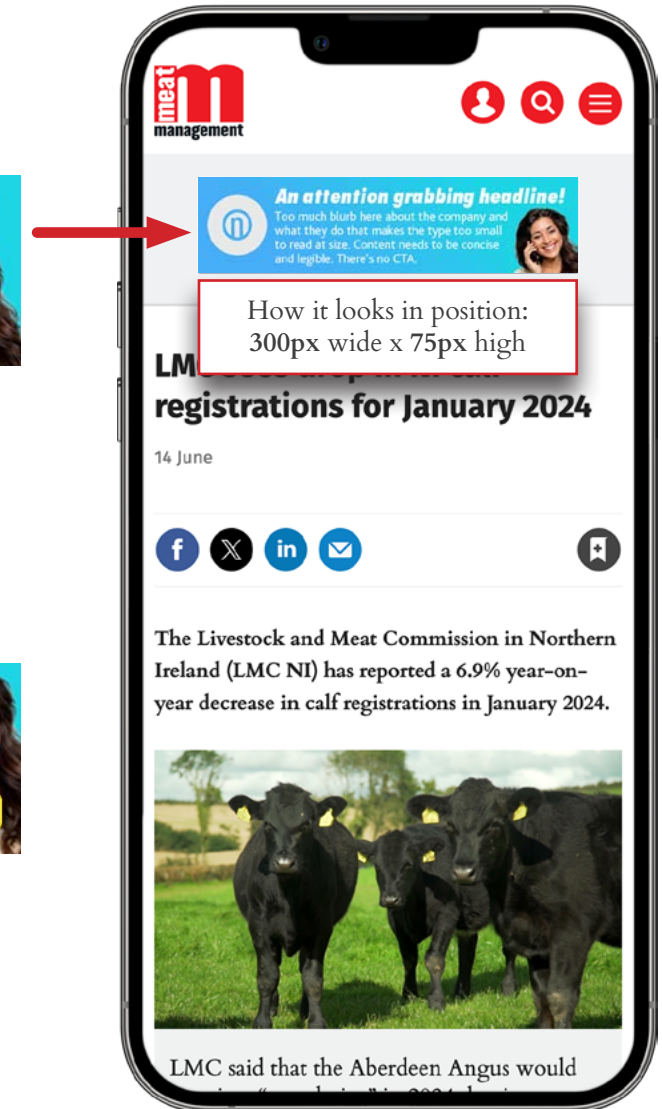
The positioning and size of elements on the mobile banner below work better:



Mobile banner supplied size: 600px wide x 150px high



Actual size: 300px wide x 75px high



iPhone 13 at actual size.

More overleaf →

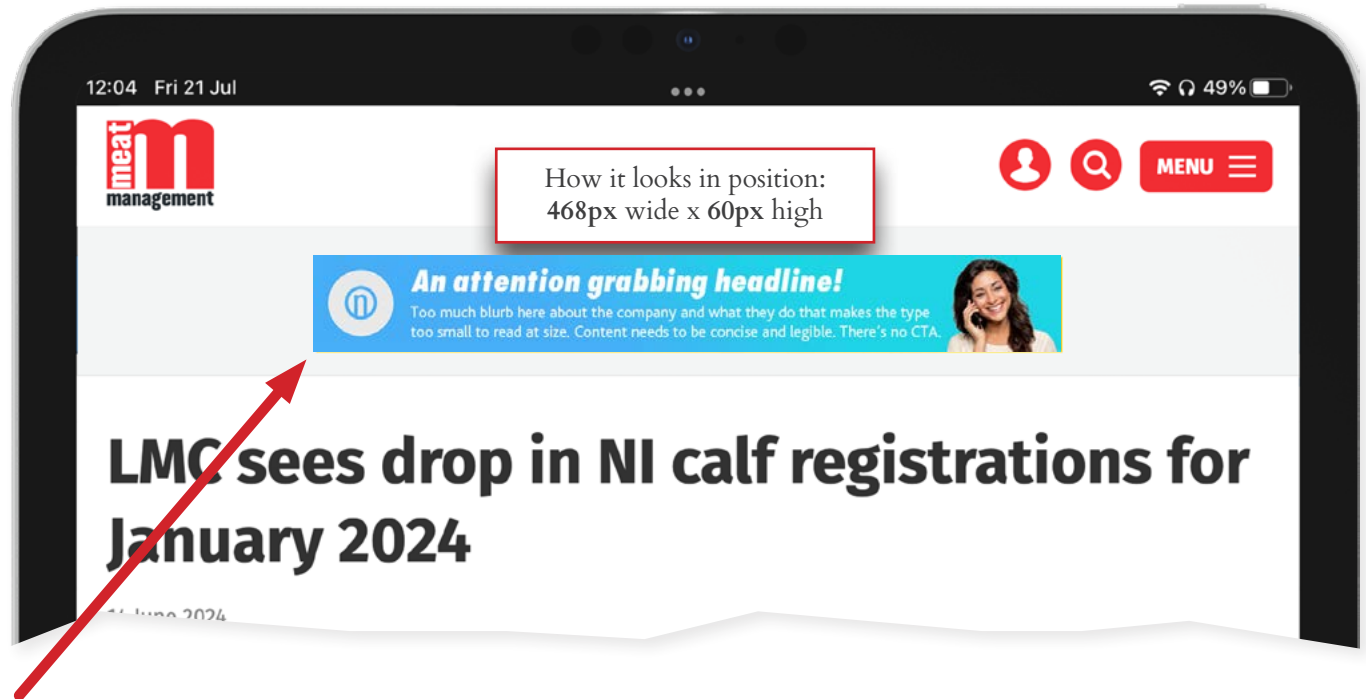
... for tablets

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

Before supplying your tablet 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...



M2 11" iPad Pro at actual size.



Tablet banner supplied size:
936px wide x 120px high

This works much better... less is more!

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



Tablet banner supplied size:
936px wide x 120px high



Actual size:
468px wide x 60px high

More overleaf →

... 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

NI calf registrations for

(LMC NI) has reported a 6.9% year-



How it looks in position:
300px wide x 250px 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

Masthead Billboard banner should be supplied at 1940px x 500px, but here it is in position at actual size:





logoipsum
010 555 555
somecompany.com

CLICK HERE


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. Don't try and fit too much in. The CTA and images are too small. Be bold!







Don't do this...








The only regular meat trade publication
directly serving the UK meat industry.
Latest Issue



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logoipsum
010 555 555
somecompany.com

CLICK HERE


An attention grabbing headline!

Some blurb here about the company and what they do. Maybe another line here.




This works much better... less is more!

The positioning and size of elements on the masthead banner here work better at the actual size of 970px wide x 250px high



The only regular meat trade publication
directly serving the UK meat industry.
Latest Issue



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