

What has to fit on a banner, and what must never go on one?

A display ad is a fixed rectangle inside somebody else's page, and the smallest one we build is 320×50 — room for a logo and about four words. So these questions are mostly about choosing: the offer in a single line, the one thing that survives to the smallest size, and the claims that must not appear at all. The last two are the ones people leave blank and then need in a revision round.

Business name

What the business sells

Towns or areas the campaign should reach

When it runs, and why then

The offer, in one line. If it does not fit on one line here it will not fit on a banner.

On the smallest size there is room for the logo and about four words. Which four?

One reason to believe it — years in trade, an accreditation you actually hold, a guarantee. Nothing you cannot evidence.

Who is meant to see it, and what they are doing when they do

What should happen when somebody clicks, and which page do they land on?

Departments or product lines to name on the larger sizes

Logos, photography and brand colours you can supply, and who owns them

Anything that must NOT be claimed — a rating you do not hold, a certification that lapsed, a price that changes

What should this not look like? Treated as binding.

Who you are being compared against, locally

Anything else

Completed by

Date