Display Ad Design brief sheet (Web Banners)

ADVERTISER AND BOOKING DETAILS

Client (per order form):

Formats required:

The following sizes are available in this package. Impressions can be delivered across all of formats or a selected range. MPU and Mobile Sticky perform the best so these are the most recommended formats.

Format	Appears on	Size	Yes/no
Banner	Desktop, tablet	468px (w) x 60px (h)	
Skyscraper	Desktop	120px (w) x 600px (h)	
MPU	Desktop, tablet, mobile	300px (w) x 250px (h)	
Mobile Sticky	Mobile	320px (w) x 50px (h)	

COPY INFORMATION

Headline ideas:

Offer *optional i.e. 'use code CHECKLIST for 20% off'*:

Call to action (button) *i.e. 'find out more', 'shop now'*:

CLICKTROUGH

Clickthrough link: *(What page do you want your display ads to clickthrough to? You can provide a UTM for each size of banner ad, or the team can create for you. If no link is provided, tracking links to go to your website homepage will be made)*:

DESIGN INFORMATION

Please send your images, logos, brand guidelines and any required font files as separate attachments to info@hurstmedialabs.com *along with this brief. Alternatively you can supply Wetransfer/Dropbox/Drive links here for the team to access these files online.*

Images *(please provide a selection of images and your logo)*:

Once filled in, please return this brief to info@hurstmedialabs.com

Brand colours *(hexcodes preferable i.e. '#ff0000)*:

Brand fonts *(please provide any licensed font files you may have)*:

If you do not have specific brand guidelines, the design team can create something suitable for you, or take style inspiration from your website.

Brand colours *(hexcodes preferable i.e. '#ff0000)*:

Once filled in, please return this brief to info@hurstmedialabs.com