Display Creative Guidelines

Uploading your own creatives

At AdLever, we implement specific standards to ensure successful customer engagement. By following these guidelines, you can ensure that your display ads are prepared properly and delivered precisely to your target audience.
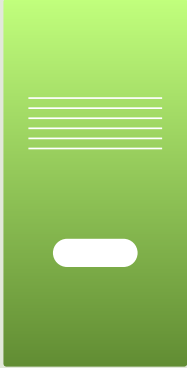
Required Ad Sizes

Billboard
970 x 250

Medium Rectangle
300 x 250

Half Page
300 x 600

Wide Skyscraper
160 x 600

Leaderboard
728 x 90

Mobile
320 x 50

Requirements

- [ ] Include a distinct brand name in each creative
- [ ] Include a clearly identifiable logo in each creative
- [ ] Include a clear call to action in each creative

Specifications

Supported file types   JPG, PNG, GIF

Recommended file size   200kb per creative

Maximum file size   500kb per creative

Our Recommendations

1. Animations should last no longer than 11 seconds, and have a max of 4 messaging slides.
2. Include only what is most important in your messaging through text and visuals.
3. A 5-10 word maximum is recommended per the 2-3 second window per slide.
4. Messaging need to be concise and easily absorbed within a few seconds.
5. Messaging should be concise and easily understood within a few seconds.
6. Use high quality imagery that is not visually complex
7. Use a clear and concise Call to Action (Request Info, Apply Now, Learn More, Get Started)
8. Ads with a partially black, white, or transparent background must have a visible border. The border must be of contrasting color to the majority background color of the ad.