

# Tips for Creating an Effective Web Banner Ad



## Writing

### Grab Attention with a Strong, Simple Intro Statement

- Put yourself in the shoes of your customers - what is it that you can offer PTO and PTA leaders that no one else does? Make this your intro message.
- Use just a few words/short action phrases to communicate this message.
- If you already have a great lead-in message on your website (or other marketing materials), consider using that as your intro statement.

**Example:** “Bring world class entertainment to your school!”

### Communicate a Clear Benefit Message

- Pay off your intro statement with a clear benefit statement about your product or service.

**Example:** “Learn how you can earn up to 50% cash back on Picture Day fundraising”

### Close the Ad with a Call to Action

- The ‘call to action’ is one of the most simple, yet important components of a banner ad. Include a phrase that motivates your customers to take immediate action, such as “Click here” or “Find out more.”

## Design

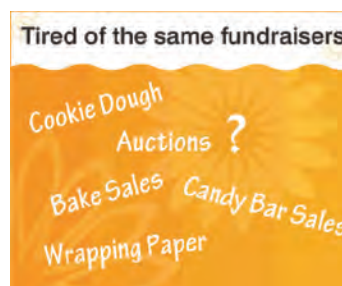
### Make Your Ad Pop with Graphics or Images

- Include a clear graphic or image that relates to your intended customer.
- Incorporate a simple image that looks like a “Click here” or “Learn more” button. Potential customers will be more likely to click through to your website.
- Always include your logo on your banner in a prominent position and make it large enough to be easily read.

### Increase Visibility with Some Basic Animation

An animated banner ad can be as simple as 2 or 3 “frames” that rotate in the banner ad space – drawing extra attention and giving you an expanded opportunity to communicate your message. PTOtoday.com can run up to a 3-frame ad.

**Example:**  
Animated Banner Ad – with 2 frames that would automatically rotate on the web page.



Frame 1



Frame 2

(Next page please)

## Tips for Creating an Effective Web Banner Ad (continued)

### A Few Technical Tips

- Keep the file size of your banner under 35K.
- Most commonly used file formats for banner ads are: .gif (especially for animated banners), .jpg, .png and .swf (or “Flash”)
- Make sure you provide a few words of “ALT TEXT” or “alternate text” with your banner ad – even just your company name is sufficient.

### Effective Banner Ad Examples

The image shows two examples of web banner ads. The first is a purple and orange banner for 'entertainment' with callouts: 'Clear Company Logo' (pointing to the logo), 'Strong Intro Statement' (pointing to 'Quick & Easy Fundraising Ideas!'), 'Clear Benefit Message' (pointing to 'Earn Up to 50% Profit! No Money Down'), and 'Call to Action' (pointing to 'Request More Info'). The second is a white banner for 'SCHOOL tool BOX' with callouts: 'Good Graphic Image' (pointing to a photo of a surprised child) and 'Clear Benefit Message' (pointing to 'School Supplies Made Simple!').

**Clear Company Logo**

**Strong Intro Statement**

**Clear Benefit Message**

**Call to Action**

**Good Graphic Image**

**SCHOOL tool BOX**

**School Supplies Made Simple!**

Convenient / No Shopping  
Competitive Pricing  
Name Brand Products  
Guaranteed Satisfaction

www.schooltoolbox.com  
800-952-1119

[Click here](#) for more information about PTO Today Banner Advertising.