

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

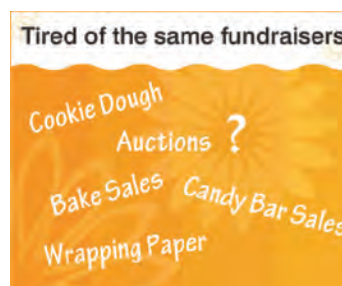
Make Your Ad Pop with Graphics or Images

- 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 toolbox' with callouts: 'Clear Company Logo' pointing to the logo, 'Strong Intro Statement' pointing to 'School Supplies Made Simple!', 'Clear Benefit Message' pointing to 'Convenient / No Shipping', 'Competitive Pricing', 'Name Brand Products', and 'Guaranteed Satisfaction', 'Call to Action' pointing to 'www.schooltoolbox.com 800-952-1119', and 'Good Graphic Image' pointing to a photo of a surprised child.

Clear Company Logo

Strong Intro Statement

Clear Benefit Message

Call to Action

Good Graphic Image

SCHOOL toolbox

School Supplies Made Simple!

Convenient / No Shipping
Competitive Pricing
Name Brand Products
Guaranteed Satisfaction

www.schooltoolbox.com
800-952-1119

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