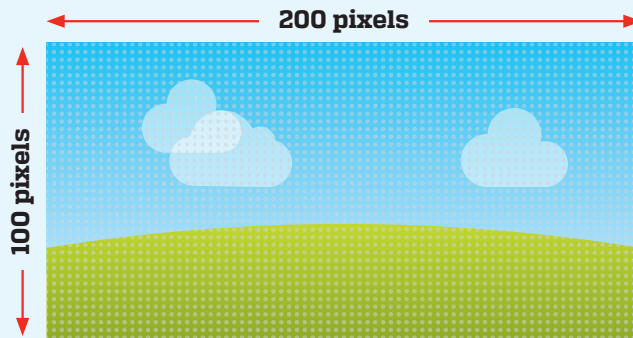
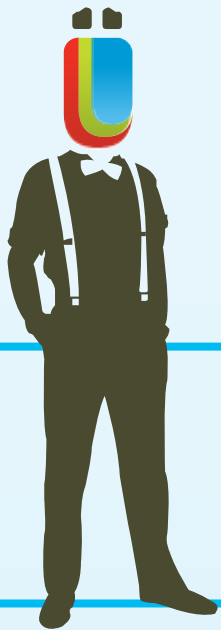


Digital Bus Display AD CREATION



All bus ads should be 100px tall by 200px wide.

ON EVERY AD INCLUDE

- ✓ **Your logo**
- ✓ **Some copy**
- ✓ **An image**
- ✓ **A clear call to action**

BEST PRACTICES*

1

Have a Clear Call To Action
“Call Us”, “Learn More”, “Buy Now”.

5

Include a promotion
“Mention ‘bus ad’ for discount”

2

Have a Great Hero Image
An image that stands out with eye catching, high contrast imagery.

6

Include a sense of urgency
“Limited Time Only!”, “Going Fast!”

3

Consistent Branding
Keep your ad consistent with your website & collateral through colors and fonts.

7

Size Correctly
Bus ads should be 100 x 200 px

4

Company Logo
Use your logo on every ad!
Best placed in the corners.

AD CONSIDERATIONS



Color

Be consistent with your brand and avoid white backgrounds



Text

Font should be blocked; avoid cursive; less than 20% of the ad space



Imagery

Use only high resolution photos; limit images of people to one or two



Experience

Viewer should be able to consume ad in less than 8 seconds



Movement

Motion movement is prohibited