

ANIMATED ADVERTISING: FORMATTED BANNERS AND RECTANGLES

The Program

Banners are sold on a guaranteed impression-over-time frame basis which allows you to control your exposure.

Features

You can target by ad channels Home Page, Things To Do, Food & Drink, Hotels and Events with potential inclusion in relevant Neighborhoods and Countryside content. Or geo-target to visitors from either the Philadelphia DMA or outside the Philadelphia DMA.

- **Creative Testing:** Submit multiple creatives and optimize based on the best performers. You can even submit different creative for different ad channels.
- **Tracking:** We create Google Analytics campaign tracking codes for you in order to ensure that you can see all of your traffic under "Campaigns."
- **Reporting:** You receive monthly reporting so that you can optimize your return.

AD UNITS, SPECS AND CREATIVE BEST PRACTICES

Animated Banners and Rectangles

The Animated banners and rectangles come with three frames. Each frame has a photo, tagline and body copy for you to communicate your message. Drive users down the funnel with these three frames following the AIDA funnel (Attention, Interest, Desire, Action).

Note: We will collect all materials from you below and our designers will animate the ad to rotate for you. VisitPhilly requires no text or logos on the images.

Frame One: Attract Attention with compelling copy and image.

- 1) Headline Text (Up to 30 characters including spaces)
- 2) Advertiser Name (Up to 35 characters including spaces)
- 3) Body Text (Up to 90 characters including spaces)

Hotel Example: Stay in Rittenhouse Square in our newly remodeled, luxurious 4-star hotel.

- 4) Formatted Banner Image: 143 pixel x 143 pixel (.jpg),
Formatted Rectangle Image: 300 pixel x 128 pixel (.jpg)

Frame Two: Create interest: Story-telling copy with focused image.

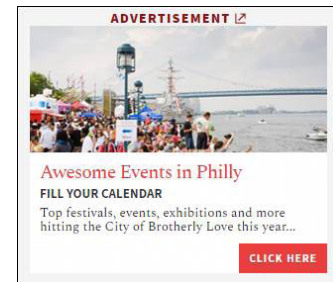
- 1) Headline Text (Up to 30 characters including spaces)
- 2) Advertiser Name (Up to 35 characters including spaces)
- 3) Body Text (Up to 90 characters including spaces)

Hotel Example: Find rest and relaxation after a day of touring the city and top it off with dinner in our fabulous restaurant.

- 4) Formatted Banner Image: 143 pixel x 143 pixel (.jpg),
Formatted Rectangle Image: 300 pixel x 128 pixel (.jpg)



formatted banner



formatted rectangle

Frame Three: Call to Action.

- 1) Headline Text (Up to 30 characters including spaces)
- 2) Advertiser Name (Up to 35 characters including spaces)
- 3) Body Text (Up to 90 characters including spaces)

Hotel Example: Stay longer and save! Stay 3 nights and receive 20% off. Click here for more packages including our spa indulgence package.

- 4) Formatted Banner Image: 143 pixel x 143 pixel (.jpg),
Formatted Rectangle Image: 300 pixel x 128 pixel (.jpg)

URL for Link:

OR I will send third-party tracking codes

Deadline

Materials are due 10-days prior to deployment date and will be given to you by your Advertising and Data Manager.

Supplying Electronic Materials

- Any supplied electronic file is subject to return if it does not meet Miles' requirements. New materials will need to be provided.
- All images must be a JPG or GIF.
- All colors used must be RGB or Index (Web safe recommended).
- We host all formatted web ads but do accept third party tracking tags from a variety of certified vendors. A list of these certified vendors can be found on the following link: support.google.com/dfp_premium/answer/177366

Production Services

- Ad design production is available. Contact your Advertising and Data Manager.