

Ads & Type

Improve your banners in minutes by using these type tips. Advertising is not cheap, make sure your Ad gets read the first time.

use a **Sans Serif** typeface like this

and use it **Black** or **Bold**, not light

avoid using a **Serif** typeface like this

serif is also hard to read small

Serif has too much character to it for readability on a banner ad

unless you are...

Slick

Reading Right

Make your Ads more effective by giving surfers one direction to read in.

make the sufer read in *one* direction



50% off!! hey click here!! **not like this!!** best quality!



this is ok...  **their still headed in the *right* direction :)**
...your site!

Hey this is fun! as long as I'm going the *right* way!

want a button? then put it on the *right* side...

like this





Make the surfer start on the left, then end on the right. This is fast and effective on the web.

Buttons go on the right. Don't think they are going to click on a button with out reading the Ad first.

People & Pictures

We see pictures and people before we see text. Try these tips for a traffic boost



▲ If your banner doesn't have a women on it, maybe you should consider it. Studies show that pictures of women are more effective then pictures of men. They just work better overall, go figure...

Women make men *look*. The look comes first, then you flow them into reading. Place your picture on the left side.

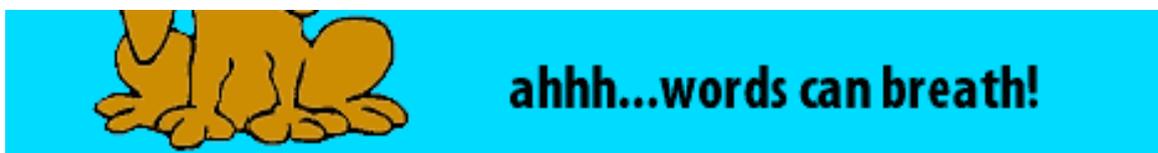


Avoiding the Edge

Not only does cramming the text to the edge look unprofessional, but it also avoids all the design tips we talked about :)



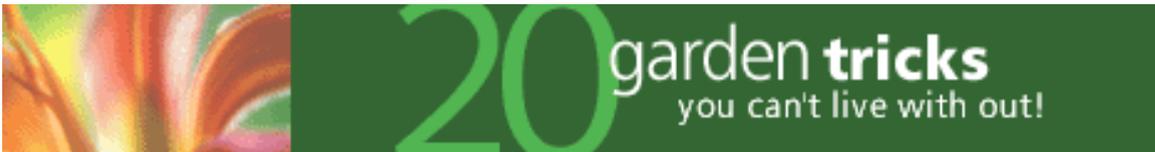
▲ The edge of the Ad is not a rest spot or available incase you run out of room. It's an area that should be kept away from overall.



Itching them to click

How about a reason? Something to look forward to after they click? Something free, not games. Make them happy, and they might make you happy.

Show your quality and build your self credit with the customer. Avoid the "We want your money" type of Ad. Try something useful like... ▼



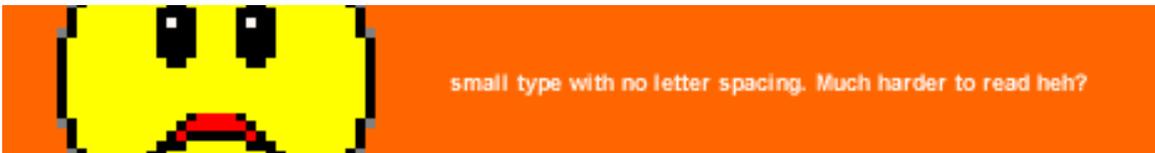
▲ A great way to introduce your site to a person would be to give them something, or something to do.



It's more important to welcome a new user helpfully than to try and sell a product to them from an Ad. I mean lets get real here. You're in for the long run aren't you?

Letter Spacing

Just a little adjustment can make a big difference.



▲ Of course I don't want you to make your type this small, but for an example. Smaller letters need more spacing between them to enhance readability. ▼



With larger type, we do the opposite. ▼

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That Long Sentence

So you need to get that looong line out there but can't fit it on the Ad, huh?

If your sentences are too long, don't leave it like this! *...boring!*

▲ Not only is it boring, but people are less likely to read it. When surfers browse, they are lazy. If you have a long sentence, then make it some what enjoyable to read with Typographic style. ▼

use
typographic **style** like this, because...
it is much cooler and fun!

White Space

Just like big designs need white-space, ads need it also to become more effective... ▼



So what is this white-space we need more of? I'll explain... ▼

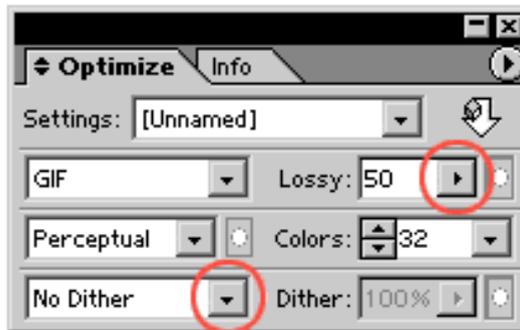


File Size Tips

Lets not forget that your Ad must load quickly or it would be no good at all!

use one color backgrounds

▲ Your absolute best choice for quick loading is a plain one color background. It's good for contrast too.



▲ When you use a one color background and plain text, you can also take advantage of the cool optimizing features in Adobe Photoshop and Image Ready. Try turning the *Lossy* up between 15 and 50, and watch your file size drop down. We also don't need to dither our image, that cuts down on size

too!

Just by using these options, I was able to squeeze my banner down to 999 Bytes! ▼

use one color backgrounds

try not to use →

Special Effects Type

▲ Looks cool eh? Remember what we talked about with coolness and your ego? If not, then you better start over with [Banner tips Part 1](#).

We usually have to dither banners that contain Special Effects type, for them to look good anyway. The Lossy feature doesn't work the same either. This is because of the detail. It's just not worth it.



Not only is Special effects type less effective, but they make your file size even larger. 3D bevels and glows look cool, but I suggest you let them take over your webpage and not your Ads.

there is no reason for drop shadows

▲ Here we go again, increasing the file size. Drop Shadows need dithering to look right, they also contain different shades of color. Now we have to *increase* the color value. I would avoid using them if possible.

▲ Now I'm not saying to copy my Ads, there are more ways to use white-space efficiently. Just try and be more conservative.

The Animated Ad below is very effective because of its use of white-space. Watch each frame ▼



now on to...

[File Size Tips](#) ❖



When you make an Ad, pretend you're talking to the surfer, just her and only her, not the whole WWW. *Notice that my large type has less letter spacing, and small type has more? Don't forget!*

but before you get started, you need to know...

[White Space](#) ❖



468 x 60 is a lot of room. More room allows you to take advantage of contrast. Haven't you seen those Ads in the magazine where the whole page is blank except those two words directly in the middle? Makes you look doesn't it? That's contrast. ▼

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**20 Photoshop tips
you can't live with out!**

▲ **Benefits for an Ad with contrast(preferred)...**

- The surfer reads it automatically.
- Just too simple to be ignored.
- Extremely fast loading time.

▲ **Downside...**

- The client will make you do it over (*and you asked why I hate clients??*).
- Targeted surfer problems sometimes.
- What you say will only get the click, so you need to be clever...

this is contrast

THIS IS NOT CONTRAST **CLICK
HERE
OR DIE**

This is

This is not

thin type on a banner is the worst!!!

NEVER USE ALL CAPS

BECAUSE IT TAKES THE READER
TWICE AS LONG TO READ IT AND IT
IS SO IMPERSONAL

but many times we need to fix...

[That Long Sentence](#) ❖

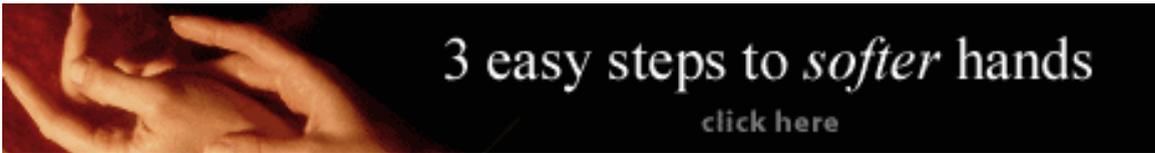
▲ We need to be able to read the actual words instead of seeing right thru them. Larger type needs to be *chunkier*...

Condense the letter spacing of larger type, just enough as if you could pour sand through every letter at the same speed. ▼

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[Word Count](#) ❖



▲ If the reader enjoys your 3 easy steps, then maybe they would consider your Softer Skin book?

💡 Start at your Ad, and slowly pull them in to a sale naturally. Cut the hype and change your way of thinking.

but we can't start until we learn...

[Letter Spacing](#) 🟩

▲ Words need space around them to be seen. This gives them more contrast. Avoid covering every corner of the Ad.



Don't think you're going to blow them away with your service, because you will, literally blow them off. Keep the hype down. Give the surfer something digestible to read.

and this takes us to...

[Itching them to click](#) 🍯

▲ When you are not dealing with computer nerds, then you are looking to target women surfers. Pretend. Facial parts would come into place for women type of sites, like beauty, health and makeup.



▲ This is very important and worth the extra time to do it. Crop your pictures in Photoshop with the Pen tool. The file size of the Ad goes down tremendously. This gets rid of the crud in the background.

and now...

[Avoiding the Edge](#) 🍌

Sans Serif



Sans Serif is better because it has less shape and character. That makes it better for quick reading on an web ad.



It would be more wise to use a Serif typeface for a lengthy paragraph on a page. It's shape and form is more natural to us, this makes it more relaxing during long reading. This is not the case here...

Serif



Some Professional Ad Designers choose Serif as the typeface, for example; websites dealing with clothing and health. This is risky unless you are really clever. Serif type on an Ad can give a perfect feel for a certain market, that's why they use it. It's not recommended for express readability.

I would suggest you use a Bold Sans Serif for your banner type.

[Design ads in the right direction](#) ➤