

THE 7 PARTS TO A HIGHLY EFFECTIVE BANNER AD

- # 1: 8 - 10 Words Max
- # 2: Use Logo Or Domain Name
- # 3: Easy To Read Text
- # 4: Engaging, Emotional Photos
- # 5: 2 - 3 Colors Max
- # 6: Don't Be "Cutsie"
- # 7: Call To Action Button

