

Effective Web-vertising

Presented by The Garden City Telegram



There is NO Easy Button!

Web Ads Mindset

Transitioning from print ads to web ads requires a new set of skills, terminology, and software. Fear not. A lot of what you already know is applicable.

Your goal still is to capture the readers attention and get them to take action. One main difference is online you have about 5 seconds to make an impression and get the website visitor to click your ad. And that's one **very important** difference of web ads. You are selling the Click, not anything else.

Most web ads are relatively small. You don't have enough space to tell your whole story, list all the features and benefits of your company or product, or announce new products or offers effectively. You may have room for a phone number, but perhaps not for your address. The best web ads get visitors to click through to a Landing page on your website.

Landing Pages

A Landing page is simply a separate page on your site that gives you the opportunity to tell the **whole** story. Here is where you can explain product benefits, use images and video, or talk about your offer or upcoming sale. Instead of sending visitors to your Home page, send them to a Landing page. You'll get better response rates since you'll be giving visitors a message tailored directly to your promotion.

Not www.BobsTrinkets.com, but www.BobsTrinkets.com/currentsale (or something like that).

Another common item on Landing pages is a signup form for visitors to get on your email or newsletter list. You could also promote any social media sites like Twitter, Facebook, or LinkedIn and drive people to connect with you there.

A well written and designed Landing page allows you to walk your prospect toward the exact goal for your advertising campaign.

Print vs. Web

Embrace the following differences and you'll soon be building effective web ads.

Print Ads

InDesign, Quark, Illustrator, MS Publisher (yuk) are the tools of choice.

CMYK color mode.

Vector or Raster components are usable.

DPI and PPI are important.

Output to Postscript, PDF, imagesetter.

Not interactive. It just sits there.

People read them over and over.

Can include lots of info for the reader.

Not always easy to make changes before deadline.

Web Ads

Photoshop, PS Elements, GIMP or other Image Editors are the tools of choice.

RGB mode, sRGB color space. Never CMYK.

Pixels. It's all about pixels.

DP-who? Web browsers don't use or understand DPI or PPI. It's only image height and width that matters.

Output to GIF, JPG, or PNG.

Animations or video can be used.

You have about 5 seconds to "catch" their eye.

Short and sweet. Simple. Sell the click.

Easy to change out weekly or monthly.

Creating Web ads

Effective web ads require you to make a PLAN and know who you are marketing to, just like a print ad. Don't make the mistake some advertisers do and make a JPG file of your print ad. These are two different marketing mediums and require you to create a totally new ad for each.

The KISS principle applies to web ads. Use color to your advantage. Keep graphics and images simple. A bold headline and a few words can go a long way. Use easy to read fonts; no *fancy script fonts* here.

Most of all, have a Call to Action. "Free widget." "Buy Now!" "Click here for details." And get them to your Landing page where you can give them the hard sell. **Sell the Click!**

Software

Web ads should not be created in your traditional publishing software. Quark, InDesign, MS Publisher or whatever you normally use are not suited to the task.

Image editors like Photoshop, Photoshop Elements, GIMP, Paint.net (Windows only), Pixelmator (Mac only) and many others are available for PC, Mac and Linux platforms. Image editors work with pixels and web ads are mostly images. Flash video or animations require Flash software.

Web ad formats

The most common web ads will be JPG or GIF files. Either one needs to be saved in RGB mode, sRGB color profile. Each file format has its benefits.

- GIF files only support 256 colors, but the file format does support simple animations. GIF is well suited for simple color ads or those with 3-4 animation frames.
- JPG files support 16 million colors and are best suited for ads that contain photos or color gradations. Small text renders better in JPG files. JPG is a compressed format that maintains quality, keeping the size small for faster page loading. Animation is not supported.
- SWF, Flash video files, can handle full animation. Not all ad servers support SWF and some websites won't allow these ads on their sites. File size has to be carefully watched so that page load time is not affected.

Web ad sizes

IAB standard ad sizes are used by millions of websites. Here are the ones used on GCTelegram.com

125x125, 120x240, 250x250, 260x90, 120x600, 468x60, 728x90, Peel ad – 500x500

Things you don't want to do

- x Don't duplicate your print ad. Create unique web ads.
- x Don't try to stuff in your company name, address, and phone number.
- x Don't use a script or very thin font. Your message will never be read.
- x Don't expect a huge amount of clickthroughs (1-3% is normal)
- x Don't create large files. Page load time slows and some websites will reject your ad.

Resources

IAB (Interactive Advertising Bureau) Ad standards and guidelines

http://www.iab.net/iab_products_and_industry_services/508676/508767

Tutorials on creating Landing Pages over on Copyblogger.com.

<http://www.copyblogger.com/landing-pages/>

Create color schemes and see the creations of others.

<http://kuler.adobe.com>

<http://www.colourlovers.com/>

<http://www.colorsontheweb.com/colorwizard.asp>

Terminology

Impressions: Number of times your web ad has been displayed on a webpage.

Clickthroughs: Number of times your ad has been clicked on.

CPM / CPC: Cost per Thousand and Cost Per Click. Two methods of paying for web ad exposure on a site.

Popup ad: Like the name sounds, an ad that pops up over your browser screen. Some use a "Lightbox" technique where the ad centers on a dark grey background that obscures the webpage.

Pop Under ad: An ad that opens a new browser window under the current one. Stays hidden until the user closes the topmost browser window. (Most people despise pop-unders.)

Peel ad: Usually positioned in the top right corner. As a visitor floats their mouse over the ad it "peels" down to show the ad content. (See a sample at <http://www.gctelegram.com/peelsample/>)

Rectangle ads: Standard ads such as 250x250, 300x250, etc. Sometimes referred to as Medium, Large and Square designations. A very common one is the Square Button (also called Tile ad) at 125x125.

Banner ads: Half or Full banner ads such as a Leaderboard 728x90, Banner 468x60 or Half Banner 234x60.

Skyscraper ads: Tall ads, usually seen in the sidebars of websites. Common sizes are 120x600 and 160x600.