

GOOGLE DISPLAY CAMPAIGNS

FIXED BANNER FORMATS

BEST PERFORMING FORMATS:

- Inline rectangle **300 x 250 pixels**
- Inline rectangle **336 x 280 pixels**
- Full banner **468 x 60 pixels**
- Leaderboard banner **728 x 90 pixels**

ALTERNATIVE FORMATS:

- Mobile banner **300 x 50 pixels**
- Small Square **200 x 200 pixels**
- Wide Skyscraper **160 x 600 pixels**

Please note: A combination of banner formats is possible in one campaign.

FILE TYPES

Formats: GIF, JPG or PNG
Max. size: 150 kb

FACEBOOK CAMPAIGNS

PROMOTE A POST

- Goal: Link clicks, increase website traffic
- Goal: Increase engagement on Facebook
- Optional button (More information, Register now or Shop now)
- Text of maximum 100 words
- URL to landing page

WEBSITE PROMOTION

- URL to landing page
- A title of maximum 25 characters
- Text of maximum 150 characters (90 characters max. visible on mobile, rest will be hidden with: ...)
- Button: Contact us/Download now/More information/Register/Book now
- Image/Video: 1 - 4 images or a video

LEADS GENERATION

- A form on Facebook
 - A title of maximum 40 characters
 - Optional: Description of maximum 200 characters
 - Fields: Full name/Email*/Phone*/Street address*/Date of Birth*/Gender*/Job title*/Company name* (*= optional, 1 extra option is best)
 - Optional: Open question
 - Optional: Add Privacy Policy (Linktext: max 70 characters) + URL
- A Title of maximum 25 characters
- Text of maximum 150 characters (90 characters max. visible on mobile, rest will be hidden with: ...)
- Button: Download now/Ask a quotation/More information/Register now/Subscribe

YOUTUBE CAMPAIGNS

INSTREAM ADVERTISEMENT

- Youtube URL (play-time max. 15 seconds for non-skippable ads)
- Landing page URL (or the same YouTube URL)
- Visible URL text of maximum 255 characters
- Optional: Call-to-action
 - Button text maximum of 10 characters
 - Title text maximum of 15 characters
- Optional: Manual setup YouTube channel banner: 300 x 60 pixels, max 150 kb (Automatic is recommended)