



**Tenterden & District**  
Chamber of Commerce

# Website Advertisement Guidelines



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## Website Advertisements

In the next major update, the Chamber's directory website will display member provided advertisements (ads). This document details the design requirements, file specifications and how to supply your ads.

### Where will they feature?

Ads will feature on almost every page of the website. The only pages ads will not appear are the member business profile pages. Each time a web page is loaded, an ad will be randomly selected and shown in predefined locations.

### Who can feature an ad?

The ad spaces are available to Chamber members only and will link to the member's business profile page within the website itself. These ad spaces are not available to any non-members or businesses and will not link to other websites.

### How much is it to feature an ad?

An ad on the website will cost just £100 per year, starting from 1st January 2018. If you are able to supply your ad before then, the Chamber will feature the ad on the website free of charge for the remainder of 2017.



## Developing Your Ads

Although display ads are pretty simple, there are a few rules and restrictions to be aware of to ensure your ads are approved.

### Sizes

The website will feature two ad sizes, certain sizes will appear depending on the device being used. The 'desktop' ad size is **736 x 112 pixels (px)**, this size will feature on all desktop versions of the website as well as tablet landscape versions. The 'mobile' ad size is **272 x 112px**, this size will feature on mobile devices, starting from the tablet portrait version down to smart phone.

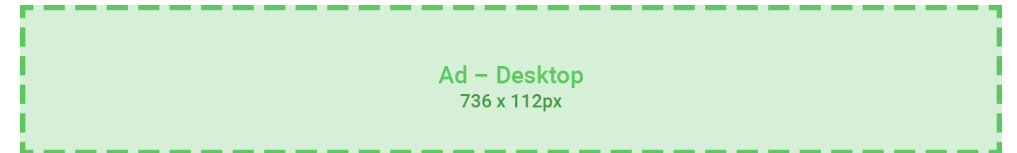
When supplying your ads, the graphics need to be supplied at three times the specified size (for desktop; **2208 x 336px**, for mobile; **816 x 336**). This allows the ad to remain clear and crisp even on high density screens and retina displays (modern smart devices and large monitors).

### Border Rule

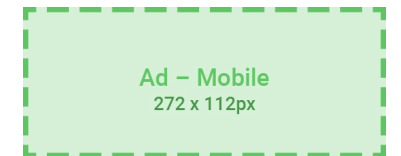
In addition, any ads featuring the same background colour as the website must include a border with a minimum weight of **2 pixels**. This is to ensure users can distinguish ads from the main website content.

### File types

The following file formats will be accepted for use on the website: **JPG/JPEG/PNG/GIF**. Any other file types cannot be accepted. The display ads file size can be a maximum of **1MB (1,000KB)**.



Desktop Ad Size (50% actual size)



Mobile Ad Size (50% actual size)



Old vs New Ad Sizes (50% actual size)

## Supplying Your Ads

Before supplying your ads, please proofread your designs and ensure they meet all the aforementioned requirements.

Once you have designed your ad and exported it to the correct file type, you can supply it to the Chamber. We will test your ads on a preview version of the website to ensure it meets the specified requirements. If we encounter any issues with your ad, we will notify you and list the required changes.

Submit your ads via email to [advertise@tenterdenchamber.org](mailto:advertise@tenterdenchamber.org) and we will analyse your ad on a test version of our website.

## Design Help

Designing your ads doesn't have to be hard, take the time to make sure they are clear and memorable. Here are a few design tips to help guide you when developing your ad.

### Colours

What colours are you using? You want your ad to stand out but not be overwhelming, it's about finding the right balance. Consider matching your ad colours to your brand's logo to create a connection between them.

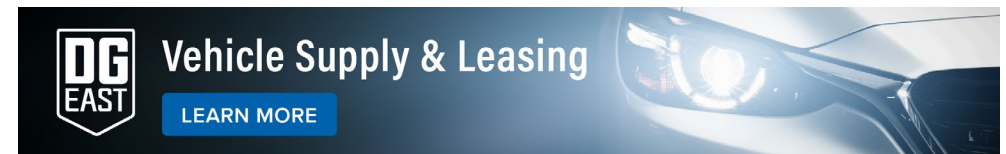
### Call to action

Make sure you have a clear 'Call To Action' (CTA). A good example is making the CTA a button, encouraging users to click it. A simple button that says "Learn More" can be very effective. Provide the user with a clear next step, there is always something more for them to discover about your business.

### Images and graphics

Images and graphics should also be carefully considered when creating your ads. The big advantage you have is the visual aspect that comes with the use of graphics and colours.

Choose imagery that will connect with the user and provoke the emotions that you are trying to convey. You can also use imagery to inform users about what you're selling with a nice product shot or satisfied customer.



*DG East Desktop Ad (50% actual size)*



*DG East Mobile Ad (50% actual size)*

## Keep it simple

When you're choosing the content and layout for your ads, keep it clear. Again, don't overwhelm users with too much text that they won't read. Instead, break your text down to concise points or a simple quote or statement to convey your message and brand consider the size of the device they may be using .

If you are following these guidelines, your ad should look clean and visually pleasing without feeling overcrowded.

Hopefully, you now have a better understanding of the importance of display advertising and how you can create your own effective ads.

If you have any further questions regarding the design and development of ads, please contact [advertise@tenterdenchamber.org](mailto:advertise@tenterdenchamber.org)