

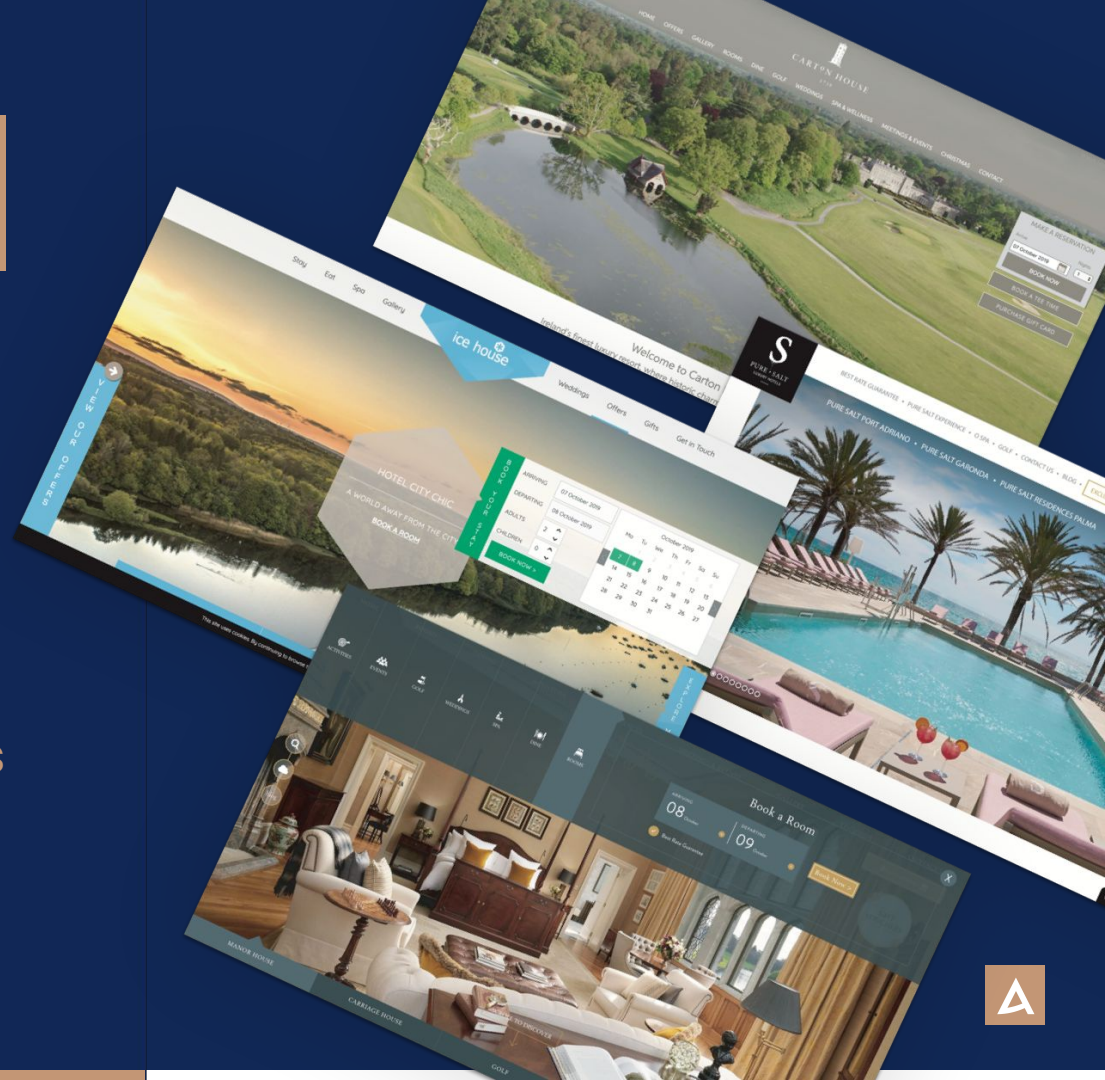
AVVIO

Know your guest

2020

Google Display Ad Brief

Best practices for the
creation of digital assets





Display Ad Requirements

Google display ads are image adverts, shown to relevant audiences as they browse the web.

- ❑ All ads must be **under 150kb** in size.
- ❑ They must be provided in **jpg or png** formats.
- ❑ The recommended **pixel sizes** must be adhered too exactly. (Next slide.)
- ❑ All ads should have a clear **call to action & branding**.
- ❑ **Don't have over 10% of the advert as text**, or it will be disapproved by Google.



The best performing ad sizes



728 x 90



336 x 280



300 x 250



320 x 100



300 x 600




Examples of strong Google Display Ads



CHEVAL RESIDENCES LONDON

ESCAPE WITH THE FAMILY
BOOK A LUXURY LONDON APARTMENT

FIND OUT MORE

Discover More

DROMOLAND CASTLE

Ireland's Most Magical Address



CARTON HOUSE
1733

LAST OF THE SUMMER WINE AT CARTON HOUSE

BOOK NOW



MUCKROSS PARK HOTEL & SPA

GET MORE AT MUCKROSS
Superior room upgrade with Prosecco

BOOK NOW



FARNHAM RESORT HOUSES

your *home* away from *home*



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