

PostAds Banners

PostAds Banner Ad(s) User's Guide

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Banner Ads

What are Banner Ads?

If you have been surfing website for sometime, then it already means that you've seen more than your fair share of banner ads. Banner Ads are those small rectangular advertisements that appear on all sorts of Web pages, which differ considerably in appearance, size, page locations, subject matter dependent

they all function:

If you click on a Banner Ad then your Internet browser will take you to the advertiser's Web site

on advertiser, but share the same basic



Do Banner Ads

work?

The answer to this question depends on many factors such as how eye striking the Banner Ad as well as targeting in the correct **PostAds** category or subcategory. All with a single theme in mind, which is to reach the correct audience, with the correct context, ad must have creative appeal, all of which can make for an incredibly successful digital campaign, so to answer the question: YES ! The power of banner ads lies in their impact in measured clicks and the attention people pay to your message even if they don't click. The best part about **PostAds** banner ads is that once it's set up you can let it run on autopilot, 24/7/365 in a 'set it and forget it'. See post by [Brooke Jordan](#)

It's all about Return Of Investment (ROI)

Compared to other advertising media such as costly TV ads or Radio, **PostAds's** Banner Ads makes marketing your service or product very affordable. Coupled this with the ability to target specific categories, then banner advertising can lead to a high volume of impressions at a relatively low cost. After all banner ads are an ideal vehicle for generating consumer awareness.

Are there standard Banner Sizes?

Yes, Standard banner ads range in various sizes such as:

| Size | Style | Google AdSense most successful sizes | PostAds Supports |
|-----------|------------------|--------------------------------------|-------------------------|
| 728 x 90 | Leaderboard | X | X |
| 336 x 280 | Large Rectangle | X | |
| 300 x 250 | Medium Rectangle | X | |
| 160 x 600 | Wide Skyscraper | X | |
| 468 x 60 | Full Banner | | X |
| 250 x 250 | Square | | |
| 120 x 600 | Skyscraper | | |
| 120 x 240 | Small Skyscraper | | |
| 240 x 400 | Fat Skyscraper | | |
| 234 x 60 | Half Banner | | |
| 180 x 150 | Rectangle | | |

Design tips for more clickable banner ads

Note: Information can be found at [99designs](#)

Use the standard and most effective banner ad sizes, and on

Keep the design simple, because Viewers are probably only going to glance at your banner for a second.

Use buttons, appropriately:

Depending on the type of banner ad, buttons are known to increase Click-through rate, or CTR. If you're going to use them in your ad, place them after your copy, on the lower right side, in (tastefully) contrasting colors, and keep them looking consistent throughout the set of ads

Make sure your banner has a clearly defined frame

People's eyes are naturally drawn to a subject inside a frame. So make sure that your banner ads have a clearly defined frame by extending the graphics right to all the edges of the box.

If your ad is white, it's a common practice to put a 1 pixel gray border around the ad. If it's not white, you can still use subtle borders like the faint black border around the edges which make it pop just a little more.

Make your text instantly readable

Do: *make the headline and body copy different sizes, make the headline and body copy 4 lines or less each.*

Don't: *use cursive fonts, script fonts, extremely thin fonts, all uppercase copy, or smaller than a 10 pt font (unless you're including a disclaimer or copyright notice.)*

Make sure the design is consistent with that company's branding

Your banner ad is going to link to a landing page about the offer in your ad. Make sure it looks consistent with the company's branding and the landing page it links to so that potential customers don't get confused.

Use the correct file formats

.JPG, .PNG, .GIF, or Adobe Flash files are going to be your working deliverables, and you're going to be working Adobe Illustrator, Photoshop or Flash to produce them. Keep in mind that flash banner ads are not supported on all devices so always provide your banner in .GIF form so you won't miss any potential clickers (read our article to learn how.)

Use imagery well, and only when you need it

Choose relevant images, graphics or photos that enhance your message and that are directly related to your client's product. No abstract concepts here. Can't afford professional photography or supermodels? Buy an affordable license for a stock photo. There are millions of high quality ones out there.

But it's not always necessary to use photos or images in your ads. Text ads with some killer copy and nice typography can be just as effective.

Instill a sense of urgency

Bring a sense of visual urgency to the text by using contrasting, bold colors. Web ads are not always meant to be subtle.

Choose appropriate colors

Speaking of colors – all colors have different associations, and it's important to consider what types of emotions you want to evoke in your viewers. Your colors choices have to be on point, because the colors are the first thing that viewers notice in an ad.

Colors can also be subjective, and have different associations in different cultures, so make sure to study you target audience when selecting your colors. Below is a list of colors and the kinds of emotions they typically evoke in viewers for a western audience (you can read more about that [here](#)).

Your ads are going to be different combinations of these colors that create the overall mood:

Red: associated with danger, passion, anger, excitement, speed, and love. The most powerful color and attractive to all audiences, also known to stimulate appetite. Use in moderation.

Orange: associated with vitality, happiness. Not as overpowering as red and it energetic, inviting and friendly (it's a great color for a call to action button.)

Yellow: Associated with humor, sunshine, optimism, energy. Touches of yellow can capture a viewer's attention and it's even more energetic than orange and red and should be used judiciously – too much yellow is irritating to a viewer's eyes because it reflects the most light of any color.

Green: Associated with health, freshness, wealth, the environment, growth, nurturing, and new beginnings. It's the easiest color on the eyes.

Blue: Associated with safety, trust, clarity, serenity, intellect, formality, elegance, truth, refreshment, coldness, masculinity.

Purple: Associated with luxury, royalty, extravagance, wisdom, magic, ambition, femininity, and creativity. It has a soothing, calming effect on a viewer.

Pink: Associated with love, sweetness, femininity, and babies. The most feminine color.

Black: Associated with exclusivity, evil, mystery, power, prestige, grief, and formality. It's traditional, and corporate and black text on a white background is the most readable color combination.

White: Associated with purity, cleanliness, modernity, sterility, simplicity, honesty, innocence, virginity, goodness.

Brown: Associated with nature, wood, leather, and humility. Balances out stronger colors, and good for background colors and textures.

Gray: Associated with neutrality and practicality. When used as a background it intensifies other colors.

Finally, when designing your ads, make sure you're designing in RGB color mode. Your banner ad is only ever going to be displayed on-screen.

PostAds Banner(s)

Introduction

Welcome to **PostAds**'s Banner User Manual. Our Banner rotation allows you to post and/or manage a variety of image ads, rich-media / flash ads on our site. Currently we support 728 x 90 (Leaderboard) and 468 x 60 (Full Banner) sizes in all of our categories / subcategories, and main page. Our banner rotation also provides highly detailed statistics to you and your advertisers.

Getting Started

Account Creation:

Automatic

PostAds Banner ads accounts can only be created by purchasing an initial banner, then an email will be sent that provides you with a set of instruction to setup an account. Once the account has been setup it is yours for life, and you can load you first banner to start you campaign, plus advertisers can purchase addition banner slots.

Manual

Additionally advertisers can contact **PostAds** and request us to manually create an account. **Please note that In order for advertisers to start a campaign they will need to purchase a banner slots on the site.**

Account Login:

Navigate to Banner Ad [Login Page](#) and enter your credentials.

PostAds
Global Market Place

Ad Management Account Login | Real-Time Statistics

Enter your login details below.

LOGIN NAME:

Remember my Login Name

PASSWORD:

- View overall statistics of your advertising campaign
- Monitor hourly break downs and day to day performance
- Update your settings or subscription
- Forgot Login? [CLICK HERE](#)

Account Update:

Place you mouse over the "Other Features / Settings" to select popup menu.

Ad Statistics

Advertiser Statistics Report | Postads Testing

| Your Account Information | |
|--------------------------|--------------|
| Contact Name: | Mr Wonderful |
| E-mail: | |
| Address: | N/A |
| Phone: | N/A |
| Advertiser Status: | Active! |
| Account Created: | Apr 18, 2015 |

Other Features / Settings

- Update Account/
Change Password
- Buy More Advertising
- View Order History

Overall Performance Summary

| Total Impressions | Total Clicks | CTR |
|-------------------|--------------|-------------|
| 0 | 0 | 0.1 (or 0%) |

31 Day Graphical Snapshot

Update Your Account Information Here

Update Advertiser | Postads Testing



Update your account information below. You can also update the e-mail address we will use to communicate with you regarding your advertising account and update your password.

.....

First & Last Name:

Advertiser E-mail:

Advertiser Address:

Advertiser Phone Number: (no dashes)

Username:

Password:

Confirm Password:

Password Hint: Enter a password hint that will help you remember your password

Purchase Banner Ad

There are only 4 steps in this process.

Choose Category

For you ad campaign select the **PostAds** category you wish your banner ad to be displayed in.

PostAds offers category bundles if you choose to place your ad in several categories or subcategories.

After you decide your category you need to select your banner size. Today **PostAds** only supports 728x90 and 468x60. We will be adding more sizes soon.

Banner Advertising Rate

Thank you for your interest in advertising on PostAds. Start promoting your product or service today by selecting a Banner package that suits your needs.

We proudly and securely accept PayPal

Step **1** Choose Category Step **2** Select Ad Package Step **3** Pay Online Step **4** Upload Banner

Select Category: For Sale 728x90 468x60

| "PostAds" Banner Packages | Ad Size | Cost Per Month | Quantity | Ad Package | Item Number |
|--|---------|----------------|----------|-------------------------|-------------|
| For Sale - Top Category | 728x90 | \$4.99 | 1 | Buy Now | 14 |
| *** All Inclusive Bundle *** Top Category & All Subcategories | 728x90 | \$82.99 | 1 | Buy Now | 213 |
| Antiques - Subcategory | 728x90 | \$2.99 | 1 | Buy Now | 15 |
| Appliances - Subcategory | 728x90 | \$2.99 | 1 | Buy Now | 18 |

Select Ad Package

Once you selected you package click the “Buy Now”, then a review order page will appear. If you are satisfied click the “Continue to Payment”

The screenshot shows the 'Review Order Details' page. At the top left is the 'Post Ads' logo. At the top right is the 'CONTROL PANEL' logo with the subtitle 'Ad Management and Reporting System' and a 'Main Screen' button. Below the header is a yellow bar with the text 'Review Order Details |'. The main content area is titled 'Order Details:' and contains the following information:

| | |
|--------------------|-----------|
| Description: | Home Page |
| Ad Size: | 728x90 |
| Item Number: | 1 |
| Unit Price: | \$0.10 |
| Quantity: | 1 |
| Sub-total: | \$0.10 |
| Discounts Applied: | \$0.00 |
| Total Amount: | \$0.10 |

At the bottom of the order details section is a button labeled '>>> Continue to Payment'.

Pay Online

PostAds

The screenshot shows the 'Pay Online' page. On the left is a 'Your order summary' box with the following table:

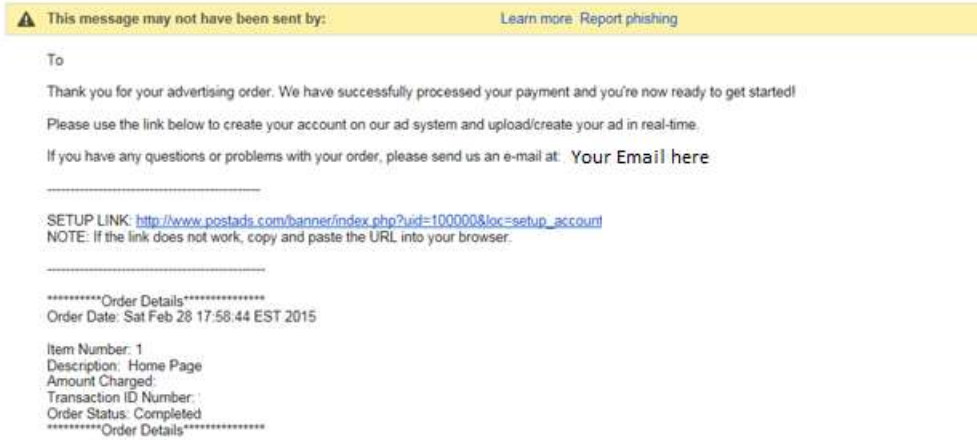
| Description | Amount |
|--------------------|--------|
| Home Page | \$0.10 |
| Item number: 1 | |
| Item price: \$0.10 | |
| Quantity: 1 | |
| Item total | \$0.10 |
| Total \$0.00 USD | |

On the right is a 'Choose a way to pay' section. The first option is 'Pay with my PayPal account' with a 'PayPal' logo and a 'Log in to your account to complete the purchase' link. The second option is 'Pay with a debit or credit card, or PayPal Credit' with a note '(Optional) join PayPal for faster future checkout'. Below these options is a 'Country' dropdown menu set to 'United States' and three buttons: 'Debit or Credit Card', 'Prepaid Gift Card', and 'PayPal Credit Special Offer'.

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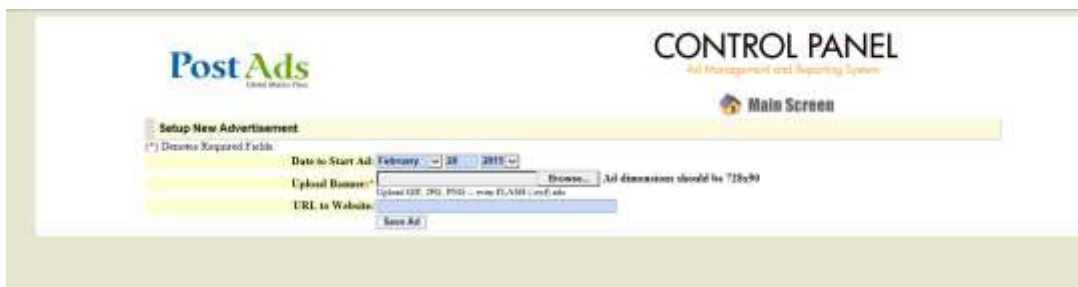
This screenshot is similar to the previous one but includes a 'PayPal Purchase Protection' overlay on the left side of the order summary. The overlay text reads: 'PayPal Purchase Protection on eligible purchases | See details. Wrap around the word with carriage return.' Below the overlay is a small footer: 'Site Feedback | Privacy | Your order summary | Log in | My account | Help | Site Feedback | © 2008 PayPal'.

An email link will be sent to you.



Click on the "SETUP LINK" to create your account and to upload your banner.

Upload Banner



Now your ad will be visible to our **PostAds**