

# BANNER AD CREATIVE BRIEF

CLIENT: \_\_\_\_\_

NAME: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_ EMAIL ADDRESS : \_\_\_\_\_

Prepared by: \_\_\_\_\_ Client submit date: \_\_\_\_\_

Approved by: \_\_\_\_\_ Client due date: \_\_\_\_\_

Please provide brief background info for this project:

---

---

---

---

---

Who is the target audience?

---

---

---

Choose the size of the banner ads



## STANDARD DISPLAY ADVERTISING

- 300 px \* 250 px
- 336 px \* 280 px
- 728 px \* 90 px
- 320 px \* 50 px
- 320 px \* 100 px
- 300 px \* 600 px
- 160 px \* 600 px
- 120 px \* 600 px
- 250 px \* 250 px
- 200 px \* 200 px
- 468 px \* 60 px
- 234 px \* 60 px



## SOCIAL MEDIA

- Facebook Ad
- Facebook Cover
- Twitter Ad
- Twitter Cover
- Instagram Ad
- LinkedIn Ad



## CUSTOM SIZE

- \_\_\_\_\_ px \* \_\_\_\_\_ px
- \_\_\_\_\_ px \* \_\_\_\_\_ px
- \_\_\_\_\_ px \* \_\_\_\_\_ px
- \_\_\_\_\_ px \* \_\_\_\_\_ px
- \_\_\_\_\_ px \* \_\_\_\_\_ px
- \_\_\_\_\_ px \* \_\_\_\_\_ px

**What is the key message of the ad?**

---

---

---

---

**List the ad goals according to their importance:**

---

---

---

**Describe the product or service introduced in this ad such as its features and something unique about it**

---

---

---

**What are the design elements you would like / not like to have incorporated?**  
(fonts, colors, shapes or specific images, etc)

---

---

---

**Do you intend to introduce a specific theme or style to the project?**

---

**If possible, please list any existing design e.g. web sites, advertisements, campaigns**

---

---

---

**Please provide your banner ad copy.**

This must be short and concise, as we are working with limited space:

---

---

**Other guidelines** (optional)

---

---

---

**Logo & branding**

Please provide your logo and any artwork in eps, jpg or tiff in high resolution (300ppi)