





# Choosing the Right Ad Format

Advertisers have a wide range of options to choose from when it comes to the format and style of their ads.

Display Ads

Similar to conventional banner ads found on website pages

**Placement:**  
at the top, midway or sidebar in an email

**Sizing Options:**  
300 x 250   
728 x 90   
970 x 250   
970 x 550   
with image sizes under 1MB


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Bridal Bliss: High School Friends Turned Lovers, Nia and Shakeel's Vineyard Wedding Will Blow You Away

What started as a friendship in high school for Brooklyn natives Nia and Shakeel was solidified as a union between husband and wife, Mr. and Mrs. Luke, on May 8, 2021.

SimpliSafe

"2021 Best Home Security"  
— U.S. NEWS & WORLD REPORT

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Native Ads

Appear to blend seamlessly with the content


Strict guidelines dictate that native ads must be **clearly labeled as paid advertising**

Content is perceived as **higher quality**

**Highly engaging** and effective

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NEWSLETTER




Bridal Bliss: High School Friends Turned Lovers, Nia and Shakeel's Vineyard Wedding Will Blow You Away

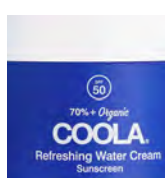
What started as a friendship in high school for Brooklyn natives Nia and Shakeel was solidified as a union between husband and wife, Mr. and Mrs. Luke, on May 8, 2021.

SEE FULL STORY


YOU MIGHT LIKE



24 Famous Women of Proud African And Asian Heritage



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COOLA  
Refreshing Water Cream  
Suncare









Sharp Razors, Smooth Shave, Low Price  
harrys.com

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# Get the Most Out of Native

Native ads are very effective in getting clicks, especially when designed right. Read our list below to learn how to make your native ads pop!

Image Design Tips

Make an Impact

Use impactful images that are eye-catching and colorful.

Keep it Simple

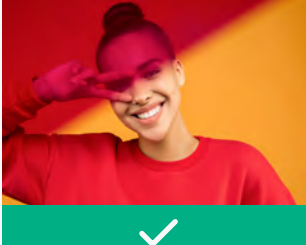
Simple, uncluttered images with a single focus are more attention-grabbing.

Feature People


Images that contain people are best, adding a human element to show your product at work.

Quality is Key


Choose good quality images, but with a reasonable file size for faster loading.




✓




✗




✓



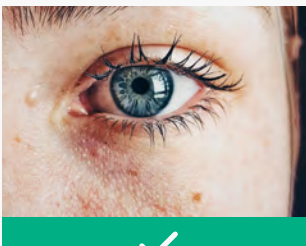
✗



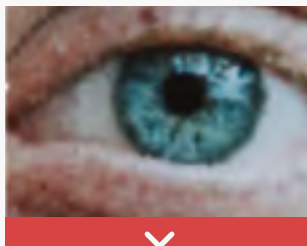
✓



✗



✓



✗

Text Tips

Find your Voice

Brevity, impact and active voice are critical.

Keep it Short

Use just 8-10 words to convey your message.

Speak Directly

Directly reference your specific audience whenever possible (for example, use "moms" or "athletes" instead of "people").

Be Intriguing

Use intrigue to entice users to want to know the "secret".

Give your home a holiday makeover with new decorations!

✓

Decorating for the holidays should be fun and enjoyable.

✗

Cha-ching! Win at vegas slots from your home.

✓

This is your last chance to stay home and still win at Las-Vegas slots.

✗

Men: it's time to rethink your shaving routine.

✓

New razor study will make most people think twice.


✗

Unlock the secret to saving big on must-have handbags.

✓

Get up to 25% off orders over \$49.

✗



Don't forget to test!

A/B testing different image and headline combinations can provide insight into what works to engage your audience. Adjust and test often to be sure you're optimizing every impression.

Get in touch to see how we can help you reach your audience engagement goals! Contact us today at: [sayhello@jeeng.com](mailto:sayhello@jeeng.com)

Bring your audience back. 