



CREATIVE INVENTORY: BANNERS

Each Affiliate may have different preferences surrounding the size and type of a banner advertisement. For example, some Affiliates may be looking for a skyscraper, while others might want a small 125x125 to put within a blog post. It's important to provide a wide variety of options for your Affiliates. Develop a creative inventory that targets your consumer. Good creatives can go a long way in converting Affiliate traffic.

CATEGORY FOCUSED

Do you have popular categories on your website? Create banners specifically around those categories.

PRODUCT FOCUSED

Best selling products? Develop creatives targeted towards these particular products.

SEASONAL & HOLIDAY

This is big! Create holiday or seasonal specific banners. Holiday Gifts, Halloween Costumes, Back to School Books, Valentine's Day...

DEEP LANDING PAGES

Take out as many 'clicks' as possible for your consumer. Targeted banners should land on deep linking pages.

TRADITIONAL ADVERTISEMENT

Are you running an ad campaign currently? Use those to develop a consistent message across the web.

INSIDER TIP

The 88 x 31 banner should be your logo.

POPULAR BANNER SIZES		in pixels	
120 x 600	160 x 600	120 x 600	160 x 600
120 x 240	250 x 250	120 x 240	468 x 60
120 x 90	300 x 250	300 x 250	392 x 72
125 x 125		250 x 250	234 x 60
		125 x 125	120 x 90
			392 x 72
			468 x 60
			234 x 60
			88 x 31