

# How To Design A Successful, Clickable Display Ad

\*make sure display ad is 300 pixels wide by 250 pixels tall

## 1 Prominent Logo

Make sure your logo or event name is prominently displayed somewhere on your ad.

## 2 Minimal Text

Let your photos tell the story of your lodging, activity, or event, rather than words.

## 3 Enticing Tagline

Include a phrase, tagline, or statement with what makes you unique or what you're offering.

## 4 CTA Button

Include a button with a strong CTA (call-to-action) such as "buy tickets," "learn more," or "book now."

Example Ad

