Digital directories banners
creative specs

yellow

These specifications are applicable to Yellow and White Online.
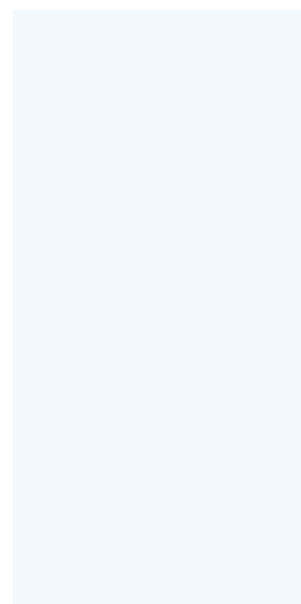
Yellow can create compelling online display banners to promote your business, or if you wish, supply your own artwork and we'll do the rest.
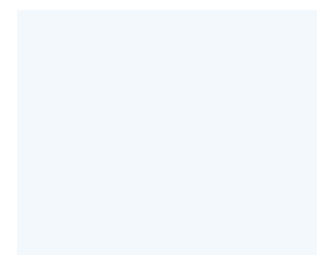
Dimensions:

Leaderboard banner (mandatory size)
728px(w) x 90px(h)

Half page banner
300px(w) x 600px(h)

Island banner
300px(w) x 250px(h)

File types:
.jpg
.png
.gif (static or animated)

File size:
49kb or smaller

Production lead time
Please allow three weeks from the start of banner creation until it is live.

Content guidelines

Image quality

All images used in advertising must meet certain quality standards. The images and text can't be blurry. Copyrighted images are not permitted.

You must also use the entire space of your display banner ad. We recommend using a border or coloured background to ensure ads stand out on a white background.

Relevant content

All information should be relevant to what you're advertising. For example, all submitted creatives or content must represent the same business.

Misleading content

Online display banners can't contain images that resemble warnings or error messages, and images can't appear to be more than one ad. Ad content can't trick users into clicking your ad.

Adult content

To keep ads relevant and safe for users, Yellow restricts adult content in certain circumstances. Display banners can't contain any adult-oriented content.

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