

Online Ad Marketing

Advertising specification

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Online ad content best practice

Invest in your ad creative

Create a clear value proposition to get users to click on your ad. What are the benefits of your product/brand?



Test and optimise your ads

Create different ad variations to test and optimise performance.

Don't forget the landing page

Make sure the messaging on your ad is consistent with the landing page to increase engagement.



Capture your audience's attention

Try and present the key message within 2 seconds.

Speak directly to your audience – it needs to be clear who the ad is for and what the product or service is.



Use a strong, clear CTA

Make sure the CTA button stands out from the rest of the ad to attract attention and use action words to make it clear to the user what will happen after someone clicks on the ad.

Motivate the user to engage and click

Have a clear, enticing call to action (CTA) which matches the landing page – highlight the value of what happens beyond the click.



Keep it simple!

Be clear and concise. Don't have too much text on the ad, as it becomes difficult to read.

Ensure ads are mobile-friendly

Reach a wider online audience with mobile-friendly creatives. Provide a better user experience by designing banner ads to be mobile friendly. Ensure your landing pages are also optimised to adjust to different screen sizes.



Online ad design requirements

Please visit the [Cogora Online Ad Spec](#) for our full list of online ad placements



Make it stand out!

Keep the design simple and include enticing colours and high quality images.

We recommend not using a white background as the ad will otherwise blend into the website and not stand out.



Frame the image

We recommend having at least a small 1px line outlining the ad creatives, especially if the creative must have a white background.

All GIF ads with partially black or white backgrounds must include a visible border of a contrasting colour to the majority background colour of the ad.



Animation

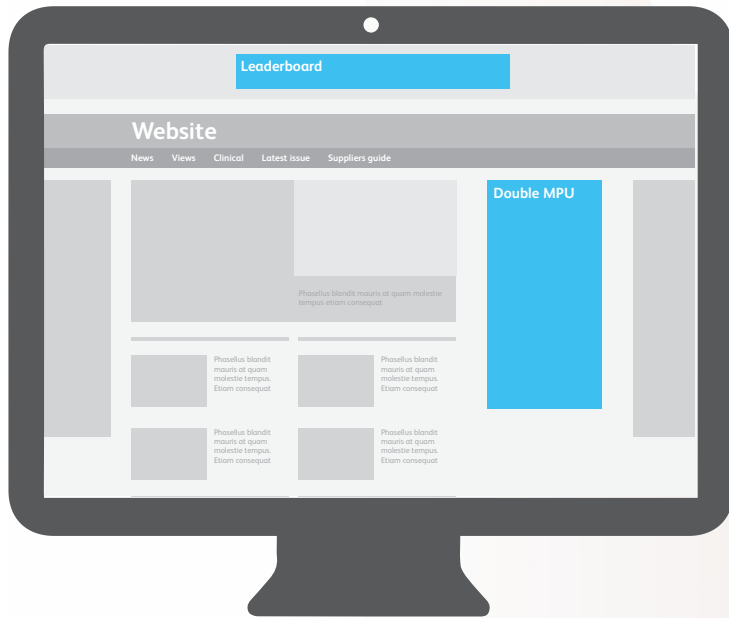
Strobing, flashing backgrounds, or otherwise distracting ads are not allowed. Animation length must be 30 seconds or shorter, and animated GIF ads must have a frame rate of 5 frames per second or slower.



Keep branding consistent

Make sure the design of the online ad matches the landing page. This includes colours, fonts, and imagery.

Online ad technical requirements



- The file size for creatives when uploaded to the site must be 150 KB or smaller for their initial load. Additional load for the creative must be “polite” and may not exceed 2.2 MB
- Creatives can't be hosted by or make a call to an unapproved third-party ad server
- At least one landing page must be crawlable
- All Ad Manager video inventory is limited to 2 VAST wrappers



**For further information
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Online ad specs



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