Banner Ad Examples

and Storyboards


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600 x 400 pixel Panel



160 x 600 pixel
Skyscraper

Center City District SIPS Happy Hours Banner Ad Campaign
Summer 2009



300 x 250 pixel Banner



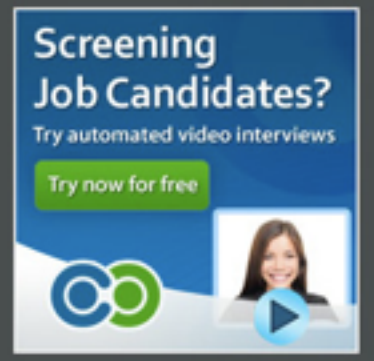
468 x 60 pixel Banner



728 x 90 pixel Banner


Screening
Job Candidates?
Try automated video interviews
Try now for free


RecruitLoop
Why RecruitLoop?
Reason #10
10 hour risk-free guarantee
Learn more


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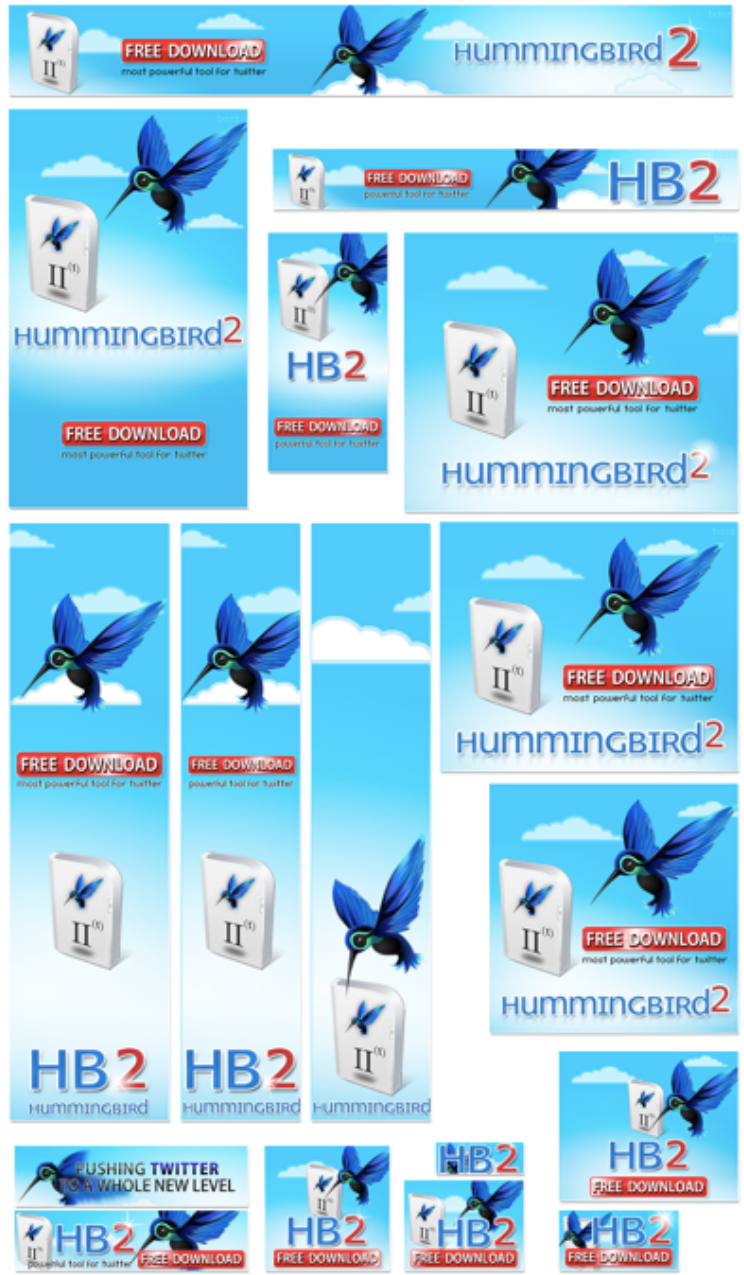

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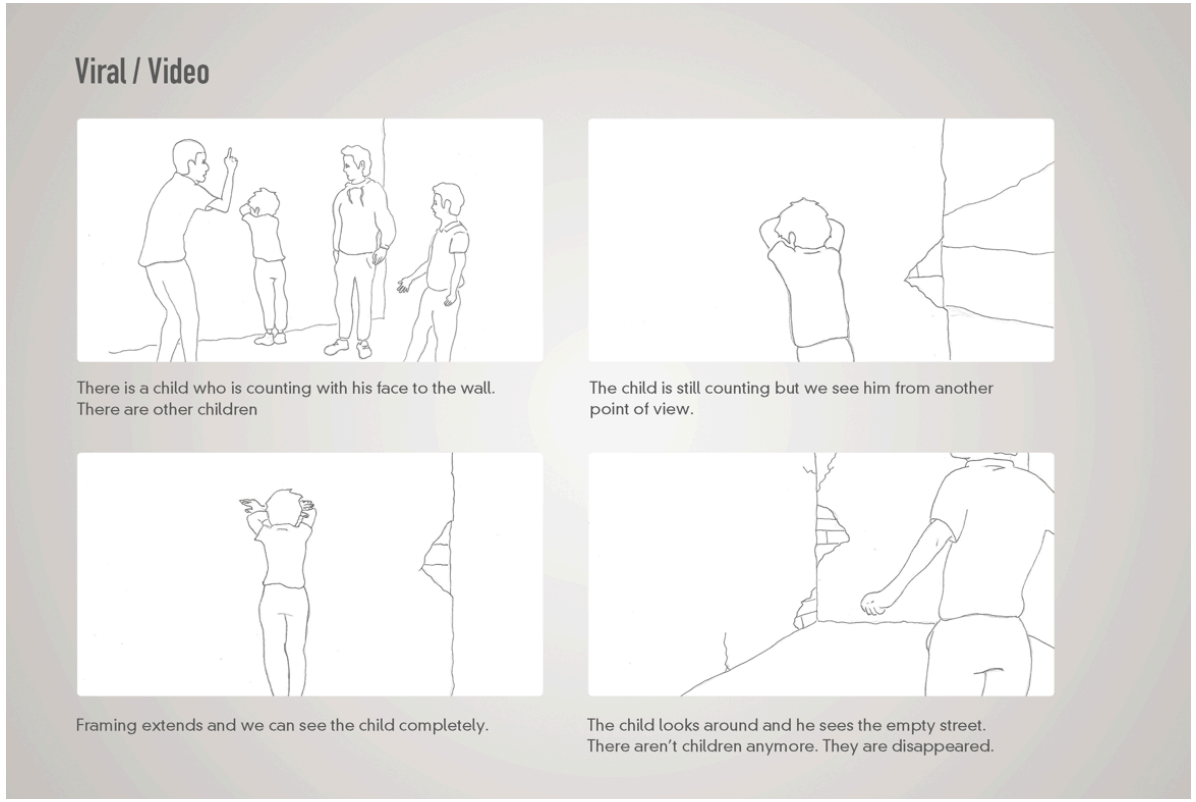

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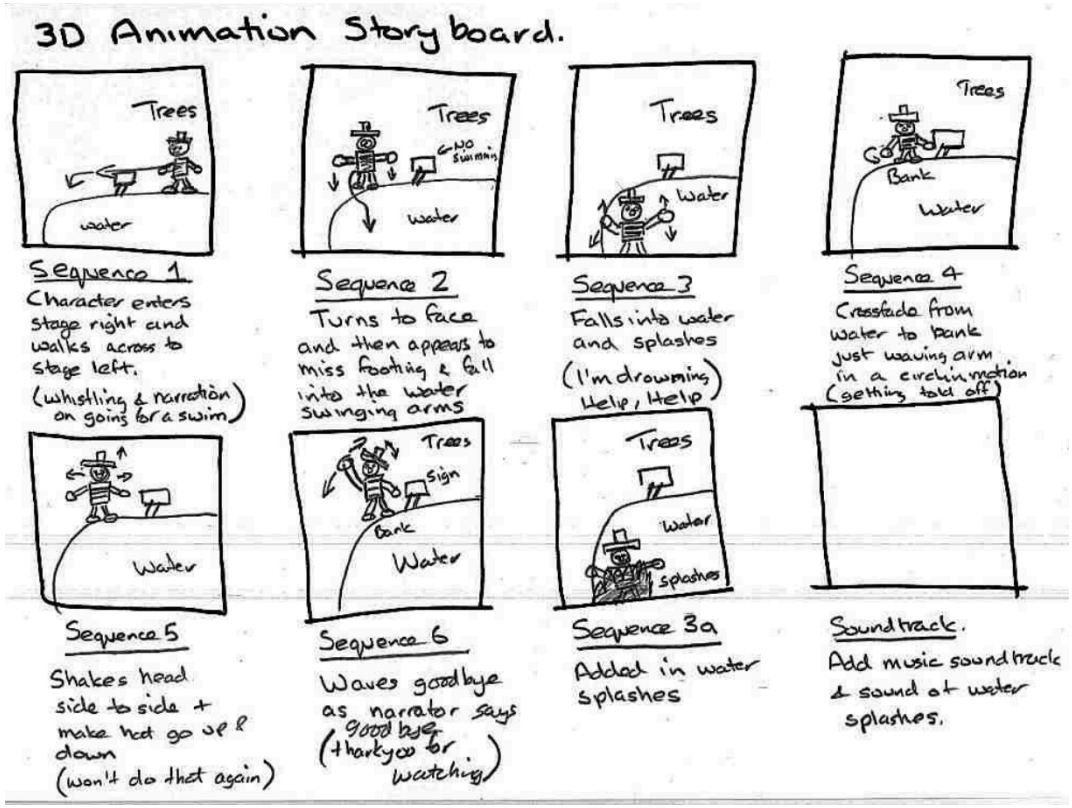

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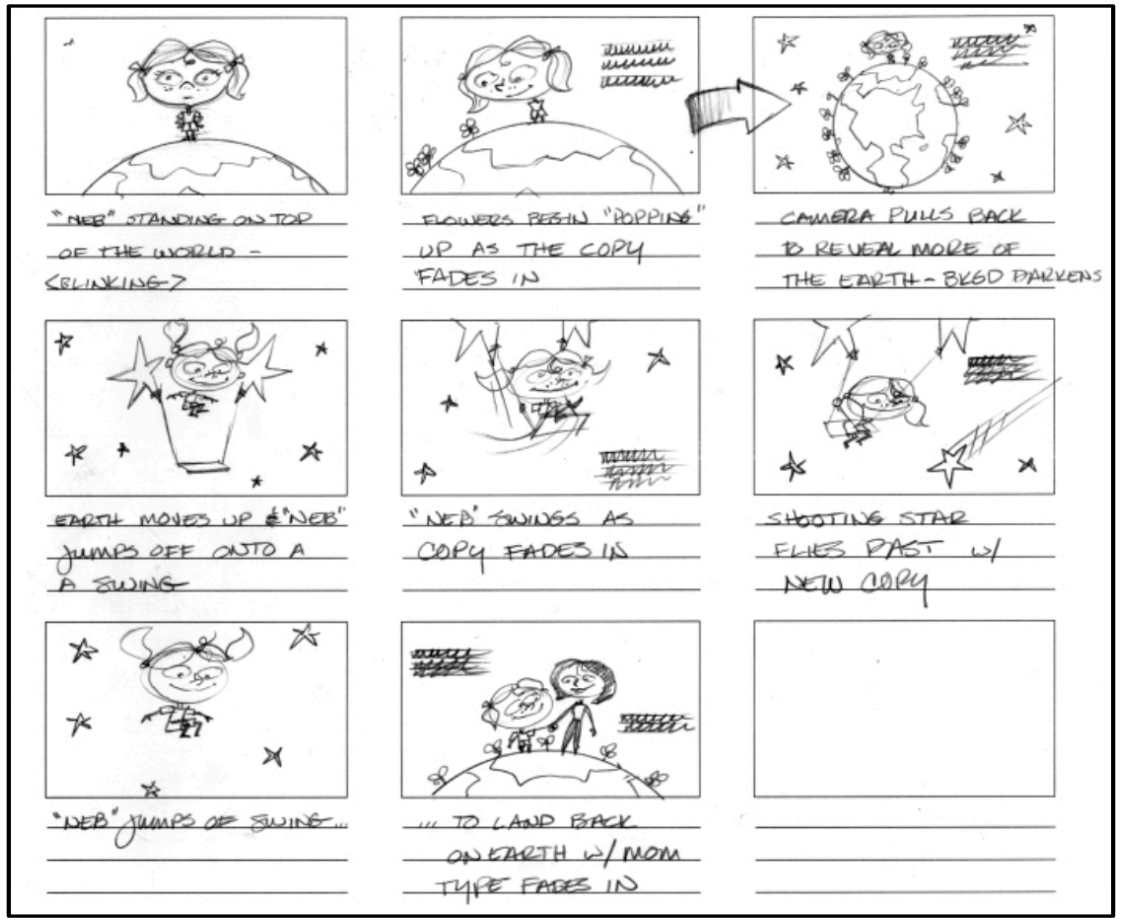

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Storyboards



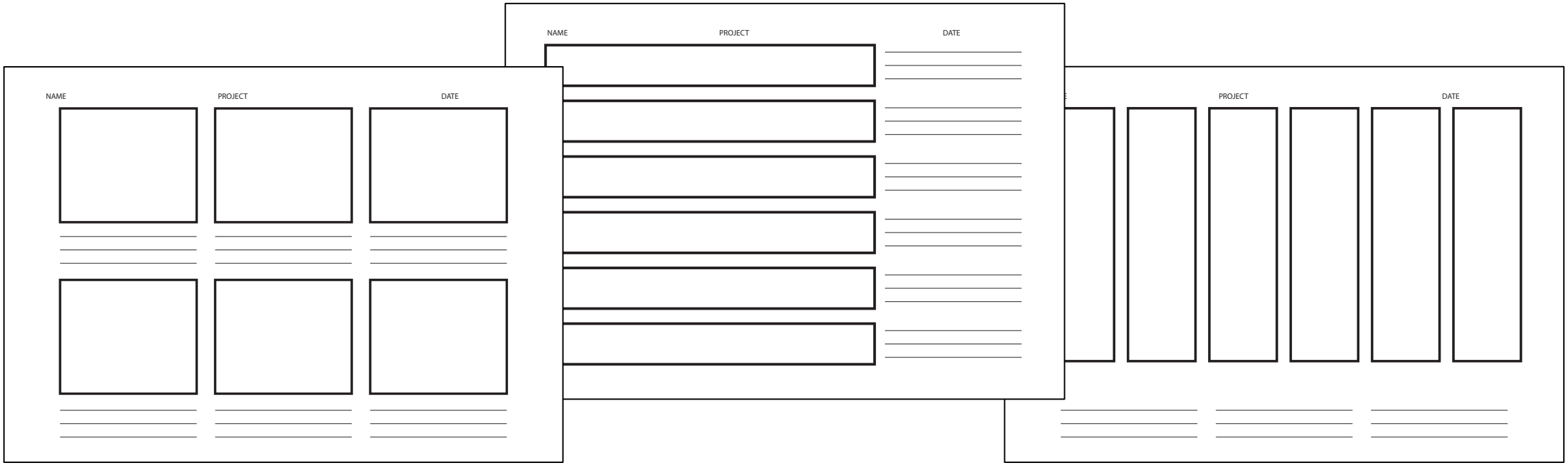



"NEB" STANDING ON TOP OF THE WORLD - <BLINKING>
FLOWERS BEGIN "POPPING" UP AS THE COPY FADES IN
CAMERA PULLS BACK TO REVEAL MORE OF THE EARTH - BKGD DARKENS
EARTH MOVES UP & "NEB" JUMPS OFF ONTO A A SWING
"NEB" SWINGS AS COPY FADES IN
SHOOTING STAR FLIES PAST W/ NEW COPY
"NEB" JUMPS OF SWING...
... TO LAND BACK ON EARTH W/ MOM TYPE FADES IN

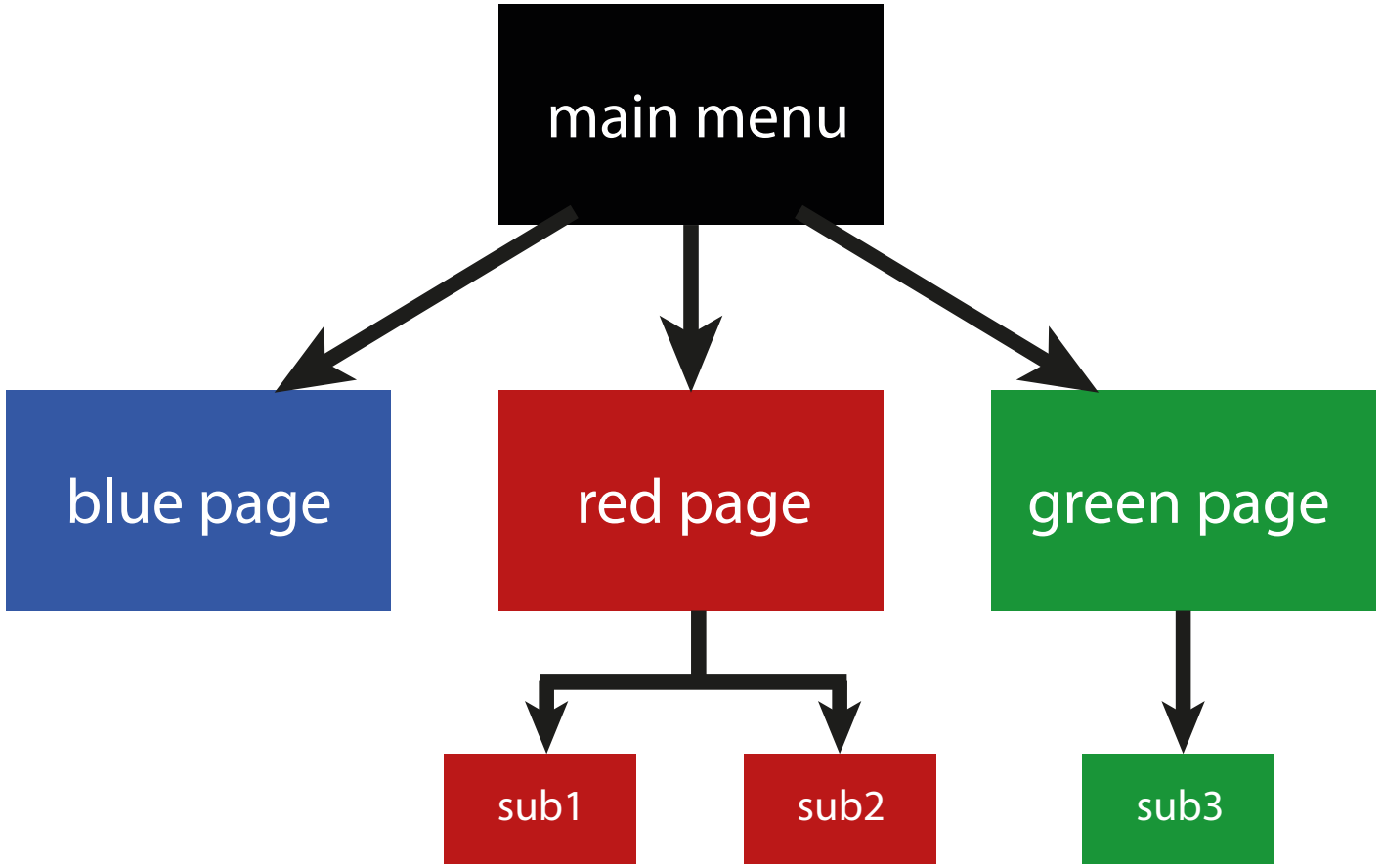
Storyboards

- **Design and plan for all 3 formats on paper first!**

Rectangle leaderboard skyscraper

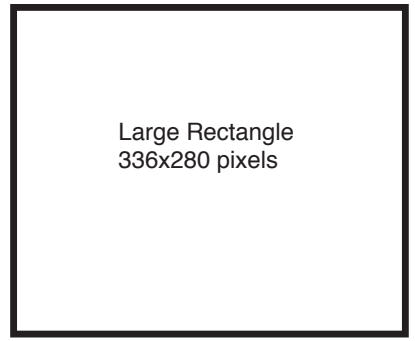


Navigation Plan



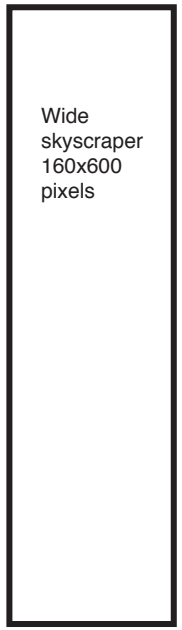
Build

- Build rectangle banner in software first



- Then adapt or recreate for leaderboard (horizontal) and/or skyscraper (vertical)





For the Formative Presentation:

- ALL formats storyboarded and planned on paper
- Test Animate files (swfs) will be part of your development
- Rectangle version of banner ad built ready to present (swf) for group crit and formative feedback

- FORMATIVE PRESENTATION: Monday 24th February 2020

For SUMMATIVE DEADLINE build rectangle AND either leaderboard OR skyscraper (2 final swfs minimum.)