**New CRM Software Needs an Awesome Banner Ad Design – LinkedIn and Google Remarketing**

We need an ad set design promoting a new cloud-based CRM (Customer Relationship Management) software. <https://www.mycrmdashboard.com/>

We are looking for eye-catching, WOW designs, something attractive, but keep it professional. It should also convey quality, security and trust.

B2B Audience –Mortgage and bank industries.

Ads are promoting MyCRMDashboard.com (logo attached) and should also include the Continuity Programs logo (also attached)

Need: Get Leads Now

Benefit: Easy-To-Use Marketing CRM with Lead Generation

Call To Action: Request A Demo

Call to Action text/button should be large and bold

Ads should match our company brand and the information on this webpage: <http://www.continuityprograms.com/mortgage-financial-marketing/>

Copy should be minimal words, billboard like.



Colors okay to use are the ones on the website: www.continuityprograms.com

Dk Blue: #4e748b

Lt Blue: #7b98ac

Dk Gold: #8d7732

Lt Gold: #c7b784

Maroon: #702e3e

Dk Gray: #6d6e71

Lt Gray: #e6e7e8

**LinkedIn Ads**

Need ad set including all of the following sizes (2) for the same campaign

Text ads: Image max 50 x 50

Sponsored content:

Image Display Size:

• 1.91:1 ratio (1200x627px)

• Image must be above 200px in width.

• Images on mobile will not be cropped. Images of other ratios will show in full with subtle white padding.

Max Weight:

• 100MB

• Recommended PPI (pixels per inch) is 72

Supported types:

• JPG, GIF, PNG, PDF, PPT, PPS, PPTX, PPSC, POT, POTX, DOC, DOCX, RTF (MSOFFICE), Apple iWork Pages, ODT, ODP

• Animated GIFs are not accepted.

**Google Remarketing Ads**

Need ad set including all of the following sizes (20) for the same campaign

|  |  |
| --- | --- |
| **File types** |  |
| Formats | GIF, JPG, PNG, SWF, ZIP |
| Max. size | 150KB |
| **Ad sizes** |  |
| **Square and rectangle** |  |
| 200 × 200 | Small square |
| 240 × 400 | Vertical rectangle |
| 250 × 250 | Square |
| 250 × 360 | Triple widescreen |
| 300 × 250 | Inline rectangle |
| 336 × 280 | Large rectangle |
| 580 × 400 | Netboard |
| **Skyscraper** |  |
| 120 × 600 | Skyscraper |
| 160 × 600 | Wide skyscraper |
| 300 × 600 | Half-page ad |
| 300 × 1050 | Portrait |
| **Leaderboard** |  |
| 468 × 60 | Banner |
| 728 × 90 | Leaderboard |
| 930 × 180 | Top banner |
| 970 × 90 | Large leaderboard |
| 970 × 250 | Billboard |
| 980 × 120 | Panorama |
| **Mobile** |  |
| 300 × 50 | Mobile banner |
| 320 × 50 | Mobile banner |
| 320 × 100 | Large mobile banner |