**Continuity Programs Needs an Awesome Digital Ad Design – Google Remarketing**

Several sizes are needed in the end, however, please submit your design concept in the following 2 sizes to start:

Medium rectangle: 300X250

Leaderboard: 728X90

Original artwork/design files and images used expected upon payment and as part of the final delivery.

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

We need an ad set design promoting the ConnectionsTM Client Follow-up Program.

We are looking for eye-catching, designs that POP, something attractive and professional.

**Business-To-Business Audience –Real Estate Company Executives (Presidents/VPs/Owners/CEOs/Sales Managers)**.

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

Need: Client Follow-up Made Simple

Benefit: Virtually No Cost To Your Company!

Call To Action: Learn More

Call to Action text/button should be large and bold in orange:  #f36817 R:243 G:104 B:23

Copy should be minimal words, billboard like. No cartoons or graphics only real photos/images that would appeal to real estate high-level decision-maker executives.

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

**Facebook Ads**

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

**Google Remarketing Ads**

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

|  |  |
| --- | --- |
| **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 |