

Digital Advertising

Ad units, strategies & templates

*ad sizes & availability may vary across sites

tbnewswatch.com



Takeover!



300x600px + 1920x800px

Dominate the page!

The takeover combines two ad units; *tall block* and *background*.

The background unit acts as a guide, directing the reader to the tall block containing your message.

Recommended for high impact campaigns.

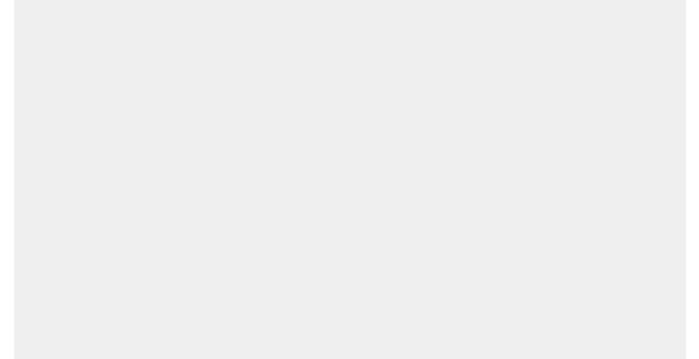
tbnewswatch.com

Sign in or register for your free account 

News | Features | Obits | Classifieds | Shop | Flyers | Homes | Auto | Jobs | Food  3.7 °C 

Home > Local News

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut.







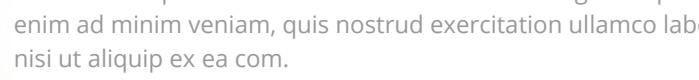


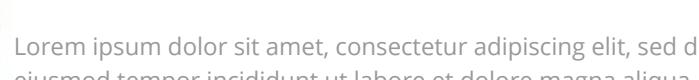
50% OFF
Our Premium Pet dog food.
Limited time offer.
[SHOP NOW](#)













Tall Block



300x600px

The **large** size and **prominent** placement of the tallblock make it a popular ad unit.

Recommended for medium to large budget campaigns directed at **readers on larger devices**. It's also effective for short-run campaigns where the goal is to make a big impact quickly.

The tablet screen shows a website for "tbnewswatch.com". The navigation bar includes links for Home, News, Features, Obits, Classifieds, Shop, Flyers, Homes, Auto, Jobs, and Food. The weather widget shows "3.7 °C". A user icon is in the top right corner. The main content area shows a breadcrumb trail "Home > Local News" and a placeholder text block: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam id tempor odio." Below this is a large, empty gray rectangular area representing the "Tall Block" ad unit. At the bottom of the page, there is another text block: "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt."

petbox

50% OFF

Our Premium Pet dog food.

Limited time offer.

SHOP NOW

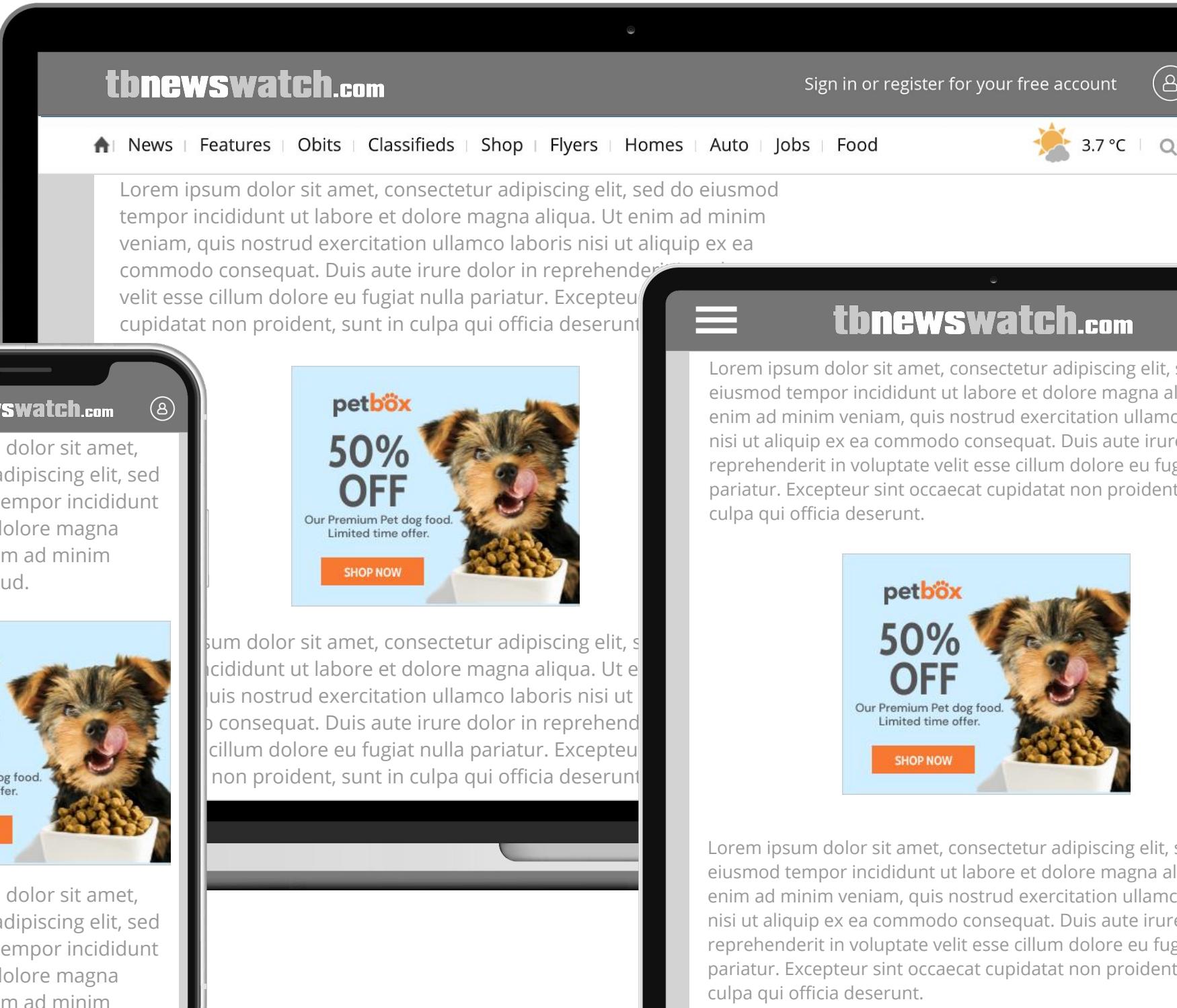
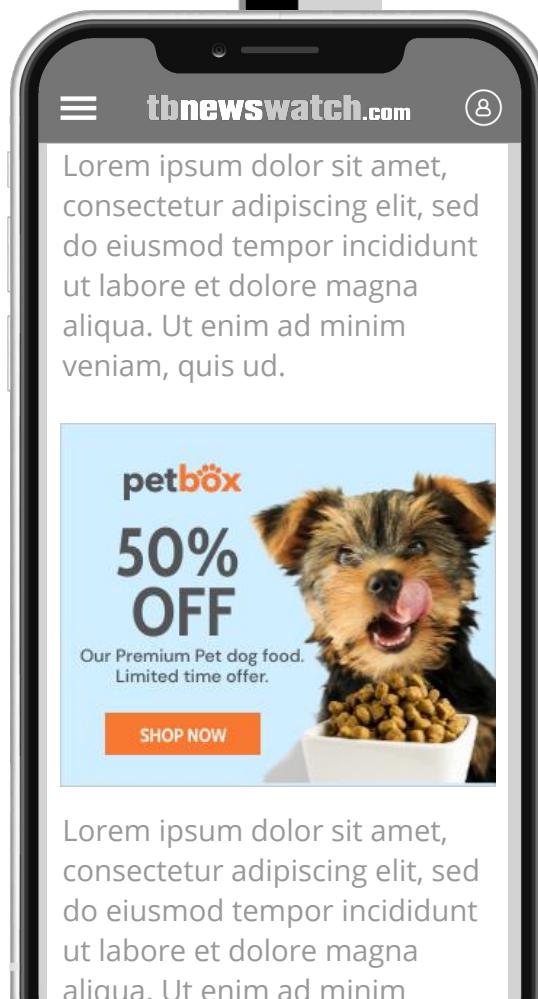
Big Box



300x250px

The big box is a versatile ad unit that displays on **all devices** (desktop, mobile & tablet).

Embedded directly into articles, these units are particularly effective for building top-of-mind awareness for your brand, event or special offer with engaged readers.



Side/Site Rotator



300x120px

The side/site rotator **features your logo**, and is generally displayed at the top of mobile, and on the right rail of desktop and tablet (landscape mode) sites.

A share-of-voice unit, the site rotator regularly over-delivers and is a powerful way to build and enhance the performance of your other ad units.



tbnewswatch.com

Sign in or register for your free account

News | Features | Obits | Classifieds | Shop | Flyers | Homes | Auto | Jobs | Food

3.7 °C |

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petbox

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petbox

Alert Banner



The Alert Banner is **anchored to the top** of the page across **all platforms**. It's the perfect ad space for big announcements or promoting events, sales & more.

Alert Banners get noticed. [Click Here](#) to advertise!

LOCAL NEWS

Roller skating, nature photography for teens
and more this week

Gas up a couple cents per litre to 141.9

Opt Me: Lovely Mystique is a former mom
that's open and what's closed for the Civic
holiday

Police seek assistance identifying theft
suspect

Man found chained to pickup truck on fire

Birds angered by sight of dead turtle
found in discarded tire

Seas official candidate line-up

And art and theatre and mermaids!
Is it not to love?

So red 'blood moon'

You help a worried mom and her son?

Bowler Solomon returns home from
Dallas tourney

Do you recognize this person?

NEWS YOU MAY HAVE MISSED >

LATEST STORY

**Are you ready for the biggest
concert of the Summer? It's going
to be an event to remember...**

GREAT STORIES

VIDEO: 'Confidence is the
coolest thing I've gained'
says Koach Katrina

Meet Olivia. She's ready to
bowl the world over

MORE GREAT STORIES

SPOTLIGHT

Spotlight: Rotary Club To...

MacBook

*Limited to 42 characters. See your account executive for more details. Rates subject to change.

Email Banner



970x250px

The Email Banner is a great way to share your message with our most engaged readers.

Not only is this ad unit displayed at the top of the daily email (every afternoon), but it is also the only ad unit in the entire email!

If you want exclusivity, this is it!

***Be sure to use a larger font size so details are legible on smaller screens.**

The image shows a smartphone displaying a mobile version of the tbnewswatch.com website. The header reads "Daily Headlines" and "tbnewswatch.com". Below the header is a promotional banner for "petbox" offering "50% OFF Our Premium Pet dog food. Limited time offer." with a "SHOP NOW" button and a photo of a happy dog. The main content area shows a news article titled "Chippewa Park Day marks attraction's 100th anniversary" with a photo of a park building and people. Below the article is a snippet about the 100th anniversary of Chippewa Park. To the right of the phone is a larger view of the full "Daily Headlines" page, which includes a "50% OFF" offer for petbox, a "Local News" section, and a large image of a dog eating food.

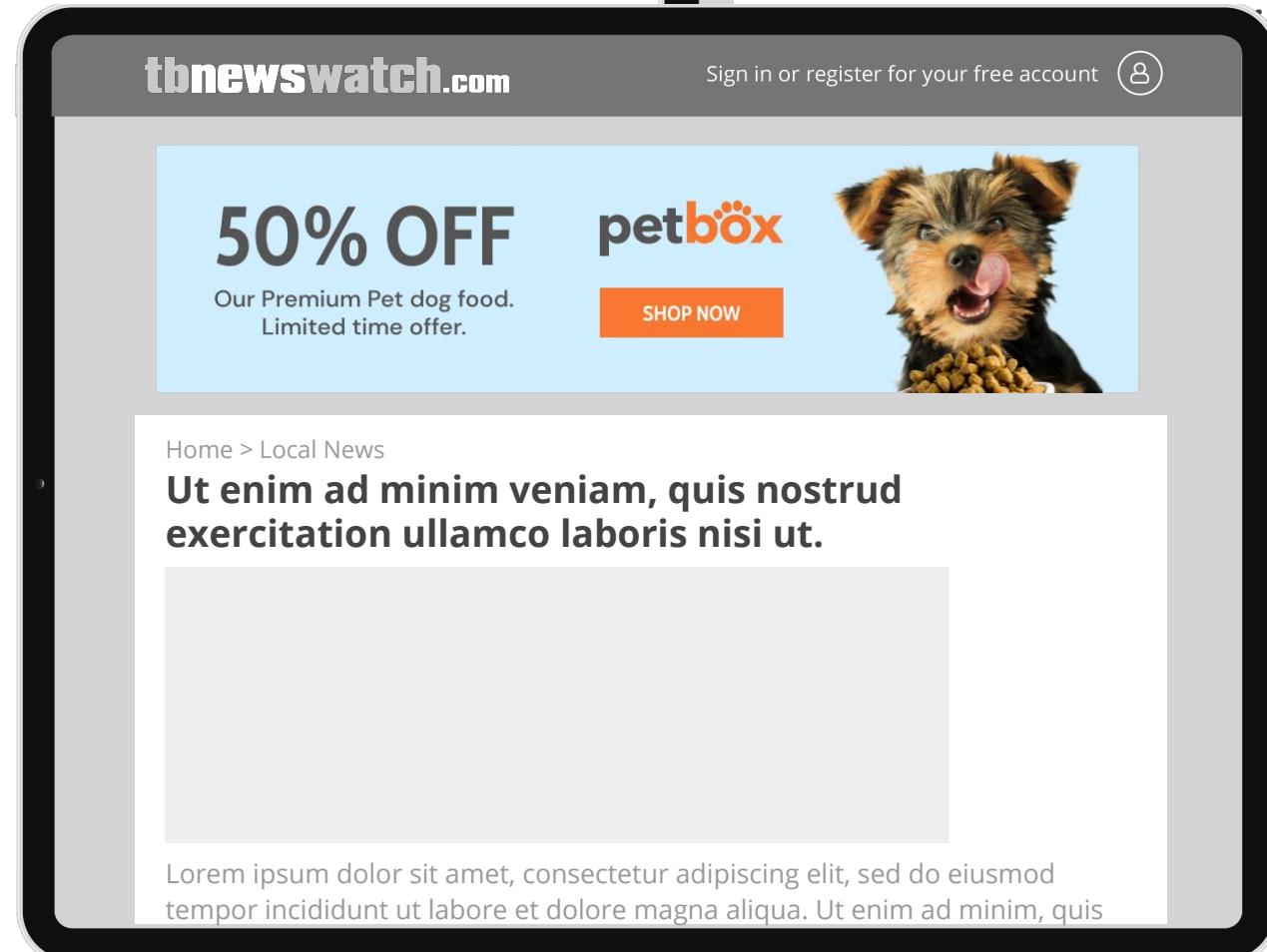
Responsive Banners



970x250px / 728x90px / 300x120
 (landscape) (portrait) (mobile top)

Responsive banners display at different sizes, depending on the screen size/resolution and orientation of the reader's device.

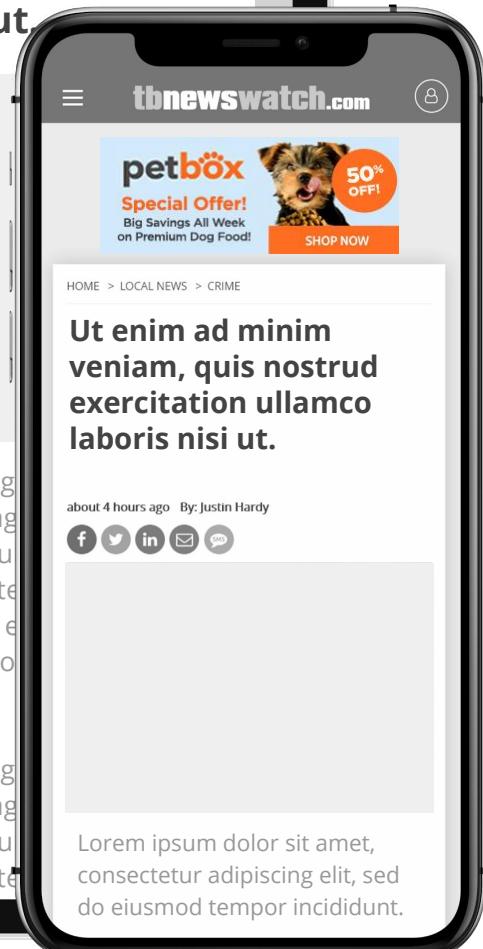
Our tablet visitors tend to be in an **older age bracket**, making these ad units an excellent choice for **targeting readers 65+**.



(landscape orientation)



(portrait orientation)



(mobile portrait)

Mobile Footer



300x50px

The mobile banner or “sticky footer”, **sticks** to the footer in mobile browsers, giving it the **highest viewability rating** of any ad unit on the site.

With its ad-friendly dimensions, it's ideal for time-sensitive promotions and special offers.

*Typically, more readers visit our sites using mobile devices compared to desktops, laptops or tablets.



A/B Test!

TV, radio or print ads can't tell you how many people actually saw, heard or read your ads. But with digital advertising, we can tell you **exactly** how many times your ads are clicked.

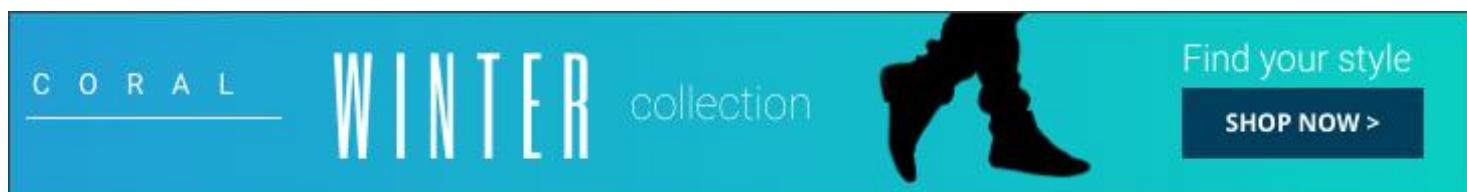
Example: a retailer runs two different campaigns.

Campaign A (featuring boots) receives 10 clicks,
Campaign B (featuring hats) receives 90 clicks.
Instead of running both ads next month, the retailer could run only the more successful hat ads, or replace the boots with something else, and run another test to continue learning about what really clicks with their customers.

Test and learn!

Further reading:

[Why is A/B Testing Important For Display Advertising?](#)



One ad = one message

Another big opportunity for testing & learning is missed when ads display multiple messages.

This either happens in a single ad, or when ads run with multiple slides.

In example 1, it will be difficult to tell exactly why someone is clicking on the ad. Are the 100 overall clicks because of the 50% off deal, or the toys?

In example 2, where the ad runs as a **rotating slideshow**, the same question persists.

Instead, run those two messages **individually**. If one gets 90 clicks and the other gets 10, you'll **know** what your customers are more interested in.

Test and learn!

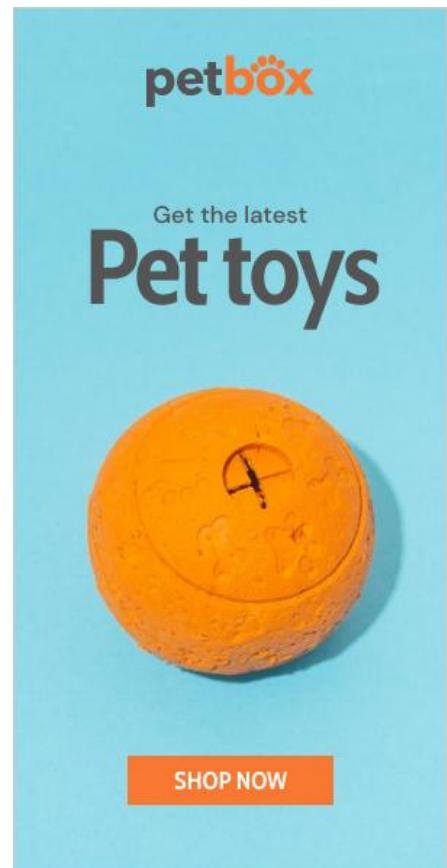
Related video:

[The counterintuitive way to be more persuasive](#)

Static ad with multiple messages



Rotating gif ad with multiple messages



Click Here!

Once you've gotten someone's attention, make sure you **let them know what to do next.**

A clear, specific and easy next step is crucial to turning interested readers into paying customers.

Avoid generic button text like "read more", "click here" or "learn more". "Learn" sounds like work!

Give them a reason to click! If you fill your ad with all of the important details, what's the incentive for clicking? If someone clicks on the ad, it's a measurable action, and something valuable you can learn from.

Further reading:

[Rethink Your Call-to-Action and Revolutionize Your Digital Display Ads](#)

[11 Kick-Ass Call to Action Examples \(And Why They Work\)](#)

Shop now

Browse our flyer

Buy tickets!

Donate here

Place my curbside pickup order

Register today

Start my **FREE** trial

Browse our menu

Order online

Send Flowers 

Submitting your own ads or materials

Have you designed your own ad you'd like to provide? Not a problem! It's also possible for us to use previous digital ads & promotional materials to create new ones.

Accepted file types include:

- high resolution .jpgs
(minimum 300 dpi, RGB preferred)
- .eps, .pdf, .svg, .psd, .ai are also acceptable for both ads and logos

Other considerations:

- Provide high-quality/resolution ads, logos and/or images
- If using all-white backgrounds, **include a 1px. light grey border around the ad**, so the ad does not blend into the news/content area
- Before submitting working files, convert text to outlines or supply the font file(s) used along with your artwork

Takeover design guidelines

*The purpose of the background wallpaper is to draw the reader's eye to the tall block which contains your main messaging, logos, etc.

