



Banner Ad Design Production and Price Guidelines

Creating a banner ad that "clicks" _____

Ad design for the Web is unique. Universal standards for effective design certainly apply, but there are specific online advantages and limitations that a skilled Web designer is aware of and incorporates into each Internet advertisement. Good design and message strategy for the Web take into account not only limited space and text legibility but also load time, animation and a clear call to action device to ensure the ad is quickly understood and generates the required "click through".

Route1Design.com produces competitively priced Web advertising - that works. All online ads are designed to meet IAB Ad Unit Guidelines. If you would like specific information regarding your Internet advertisement, email design@route1design.com to submit the details of your project.

Ad production prices for static and animated banner ads: _____

Individual Web Ad Production Rates*

(Static JPEGs and GIFs or Animated GIFs)

\$75 per ad: 120x60 Button, 120x90 Button, 120x240 Vertical Banner, 125x125 Square Button, 234x60 Half Banner, 468x60 Full Banner, 180x150 Rectangle

\$100 per ad: 120x600 Skyscraper, 160x600 Wide Skyscraper, 300x250 Medium Rectangle, 240x400 Vertical Rectangle, 336x280 Large Rectangle

\$125 per ad: 300x600 Half Page, 728x90 Leaderboard, 728x210 Large Leaderboard

\$150 per ad: 250x250 Square Pop-Up, 720x300 Pop-Under (Static Only)

Multiple Web Ad Production Discount Rate (Static JPEGs and GIFs or Animated GIFs only - Flash animation is priced per ad)

\$50 per ad: Any size ad when requesting 5 or more ads within the same month

All prices include design research, full color static or animated design, one client revision to art or text, and final Internet-ready file provided to Web developer/technician. Standard turnaround is two business days. Changing the size of a completed ad will incur an additional \$25 charge. If during initial discussion it is determined that the design request is unusually complex, special pricing will be applied prior to initiating production.

*Flash Animations - add \$100 to individual ad production rate.

For additional Internet advertising production and price guidelines, go to www.route1design.com/prices.html

Contact Route 1 Design

Route 1 Design© specializes in professional, affordable graphic design services and marketing consultation for print and the Internet.

Contact Route 1 Design to discuss, without obligation, your project's requirements, your expectations, and how best to achieve your communication goals. Route 1 Design will research, design and produce the visual solutions for branding and marketing strategies that get results.

Route 1 Design provides custom logo design, stationery design, brochure and flyer design, invitation and greeting card design, direct mail design, print advertising design, website design, Internet advertising design, imprinted merchandise and special event design, illustration and photography.

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Personalized, Punctual, Professional Design Services

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