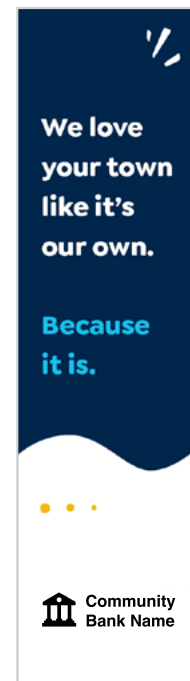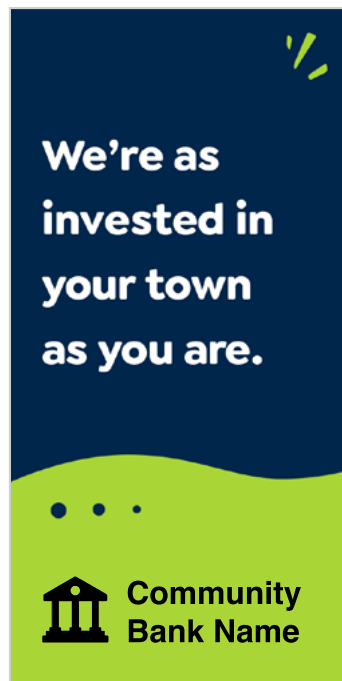## How to Place Banner Ads

These banners are built to Google standards, which means they will work for almost every possible online placement. The only item you will need to provide is a click-thru URL, which drives the viewer to your bank's website for further information. The files provided here have been coded in HTML5 to industry standard specifications.
There are three versions of banner creative. Each version is available in 300x600, 728x90, 160x600, and 320x250.

Below are samples of the assets and some things to note as you customize them for your bank:
- Use a transparent PNG file of your logo, so it floats on the image.
- Your logo size should not exceed 90% of the width/height of the asset.
- Please adhere to the placement guidelines shown in the samples below to ensure brand consistency.

To run in your local market, work with your advertising agency or with a company like Cox Media Group. They can place a media buy that targets the specific audience you want to reach.

We're as invested in your town as you are.
Grow local. Choose a community bank.

Community Bank Name

Make your money do community service.

Support local. Choose a community bank.

Community Bank Name

We're as invested in your town as you are.

Community Bank Name

We love your town like it's our own.

Because it is.

Community Bank Name

How to Place Social Media Ads

The social ad files provided here are animated videos in a size that works for every major social media platform: 1080 pixels wide x 1080 pixels tall. These come in multiple formats: an MP4 file, which can be uploaded to all platforms, as well as JPEG files that can be can be customized to have your bank's logo and website included.

You can place these on your own social media accounts simply as posts or ads with paid promotion. For more information about placing ads on Facebook, check out this detailed guide.

Suggested post copy for each concept is provided. Feel free to adjust it to make it your own. Note that each social media platform has character limits on the amount of copy you can include.

Below are samples of the assets and some things to note as you customize them for your bank:
- Use a transparent PNG file of your logo, so it floats on the image.
- Your logo size should not exceed 90% of the width/height of the asset.
- Please adhere to the placement guidelines shown in the samples below to ensure brand consistency.

For more help placing these ads, work with your advertising agency or with a company like Cox Media Group. They can place a media buy that targets the specific audience you want to reach.

We're as invested in your town as you are.

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● ● ●

🏛 Community Bank Name

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