

Lelong.my



BANNER ADS HANDBOOK

Banner Ads Overview

What is a Lelong Banner Ads?

It is an advertising placements on Lelong website hotspot, increasing your brand visibility, store exposure and high potential of hitting more sales.

What are the benefits of Lelong Banner Ads?



More effective to increase seller brand awareness



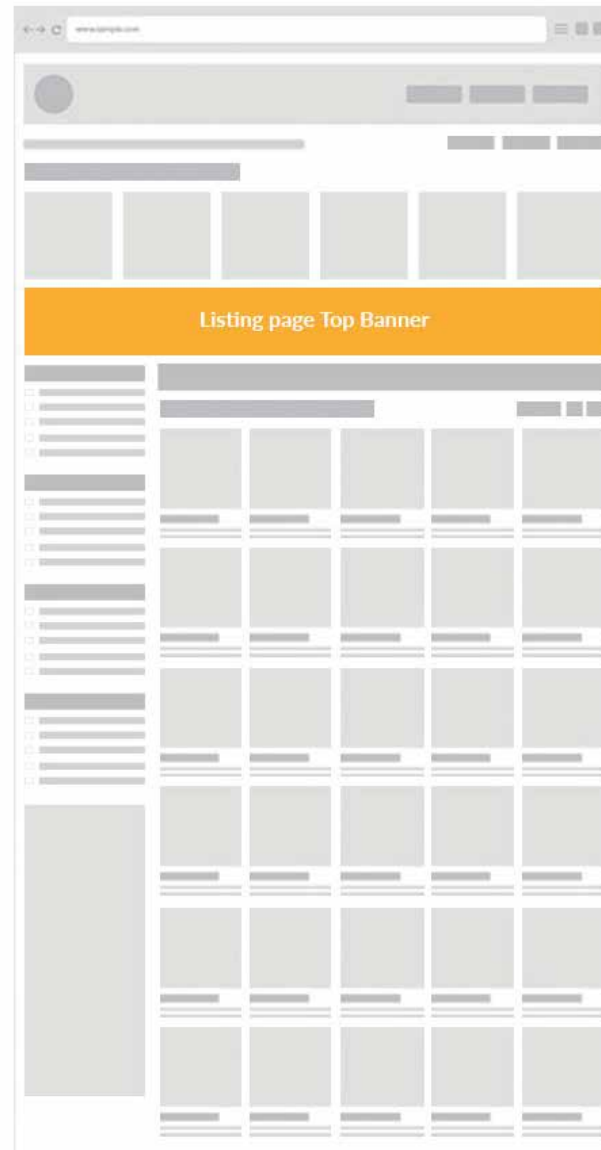
More visibility and increase in sales within Lelong



Trackable result with simple and precise report

Location of Banner Ads

Product Listing Page - Listing Page Top Banner



Banner Ads Size:
1200 x 90 pixels

Maximum file size for Banner Ads:
Not more than 100kb

Accepted file formats for Banner Ads:
jpg and .gif

Banner Elements

When you design your advertising banners, it's important to start on the right foot. There are a few elements which you should consider in order to design an effective banner ad such as:

- Logo
- Color
- Font
- Images & Message Content

Importance of effective banner ads:

- Clear branding and messaging to help visitors easily understand about your campaign
- Creative designs may help to make your ads stand out of others

Banner Elements - Logo

Sample logo placements:

1200 x 90 pixels

The logo for Lelong.my, featuring the word "Lelong" in blue and yellow, and ".my" in red.

Useful tips:

The minimum size of the logo should not be less than 40 pixels to ensure the visibility of your logo.

Your logo should be clear and readable, but not too big.

Logo should only take 5% to 10% of your banner ads.

Banner Elements - Color

Sample banner with good color combinations:



Useful tips:

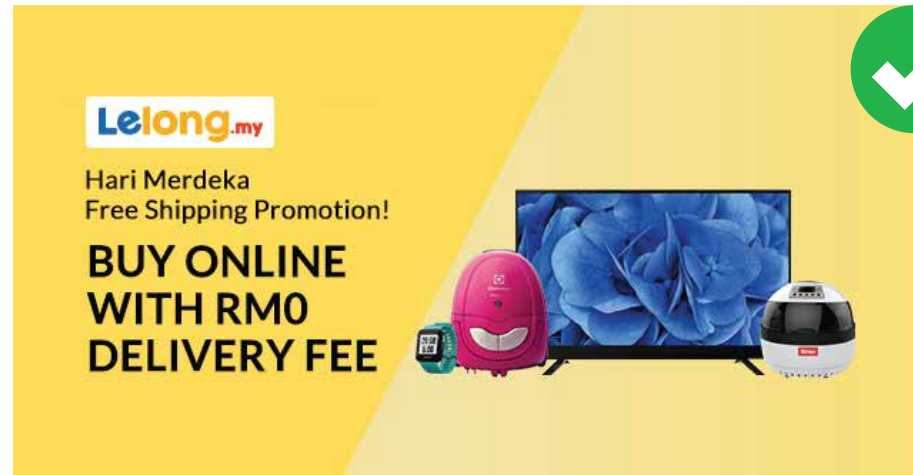
Smaller the color palette will reduce your ads to become too overwhelming.

Preferably to use colors that match your logo, website, or other marketing materials to create your business color consistency



Banner Elements - Fonts

Sample banner Fonts:



Lelong.my
Hari Merdeka
Free Shipping Promotion!
**BUY ONLINE
WITH RM0
DELIVERY FEE**



A green checkmark icon is located in the top right corner of the banner.

Useful tips:

Use only few font variations in your banner ad.

Be sure to use proper font spacing so that the text doesn't feel crowded.

Avoid cursive fonts or other fonts that are not legible.



Lelong.my
Hari Merdeka
Free Shipping Promotion!
BUY ONLINE
WITH RM0
DELIVERY FEE



A red X icon is located in the top right corner of the banner.

Images & Message Content

Sample

Less is more.
The fewer the words is
the easier to capture
people's attention.



Ideally one image for one banner is the best way to optimize the banner performance.
If you are running a campaign or promotion, you can add in a few but position the products in more easy-to-see position.

Too much text will
consume much longer
time to read, makes the
banner feel crowded
and overwhelming.



Always include a
Call-To-Action (CTA) in your
banner to ensure there is
the next step to take.

Message content has to be relevant with images displayed in the banner ad.

Banner Ads Template

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You may follow the steps and sample template below if you are not used to banner design. Remember the 5 elements in each of your banner design.



5 simple steps to design your banner ads:

1. Create the banner background
2. Add your logo
3. Add the image of product(s) with nicely removed background
4. Add relevant message content
5. Add Click-to-Action

Sample tools for banner creation with free sign up:

<https://www.bannersnack.com>

<https://www.canva.com>

Banner Ad Examples

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Listing Page Banner (1200 x 90 pixels)



Contact Us

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If you have any further questions, please don't hesitate to contact us via
lelongads@lelong.my

The background is a solid blue color with a repeating geometric pattern. The pattern consists of large circles and triangles arranged in a grid. The circles are positioned at the corners of the grid, and the triangles fill the spaces between them. The circles and triangles are in two shades of blue, creating a subtle contrast.

Thank You