Banner Formats, Dimensions and Destinations

Banners & Delivery · https://support.jansma.vip/docs/jansma-vip-ads/banners-delivery/banner-formats-dimensions-and-destinations/

Choose the banner format that matches both the supplied asset and the way the receiving zone is configured.

Common format considerations

- **Image banners:** use optimised web images with the exact intended dimensions and a separate destination URL.
- **HTML or rich banners:** validate the supplied code, external resources and responsive behaviour in a controlled environment.
- **Text or other supported formats:** confirm how the zone renders the content before activation.

Dimensions

Width and height are core eligibility signals. A high-quality asset can still fail to deliver if its dimensions do not match the zone. Use a consistent naming convention such as *Market – Message – 300×250 – Version*.

Destination safety

1. Use an HTTPS destination under an approved domain.
2. Open the full URL in a separate test session.
3. Confirm redirects, consent behaviour and mobile rendering.
4. Check that tracking parameters do not contain personal or confidential values.

Optimise file size without making text or logos unreadable. Avoid flashing effects, misleading controls and designs that obscure the advertising nature of the placement. Accessibility and a clear landing experience improve both trust and campaign quality.