Display Ads:

The Ultimate Worksheet

Name of Ad:	Visual:
Campaign Goal:	
Campaign Start Date:	
Campaign End Date:	
Campaign Ad Group:	Keywords:
Platform (web or social):	Promoted Products (if applicable):
Format (image, video, gif, or dynamic):	Destination URL:
Specs (see <u>reference</u>):	
Ad Headline:	Medium Rectangle ∴ 300x250
Ad Description:	Half Page 600x300
CTA:	Native Ads