

ZAP HUB Advertising Banner Specifications & Design Guidelines

1. Overview

This document outlines the required specifications and best-practice guidelines for all homepage banner advertisements published on the ZAP HUB platform. Adherence to these standards ensures consistent branding, optimal performance, and cross-device compatibility.

2. Banner Placement

- Location: Homepage (hero banner slot)

3. Technical Specifications

Specification	Requirement
Maximum Width	1296 pixels
Maximum Height	463 pixels
File Types	JPEG / PNG / WebP
Resolution	72 DPI (Web Standard)
File Size	≤ 500 KB (Recommended for optimal loading)
Color Mode	RGB (Screen Display Standard)

4. Design & Layout Guidelines

To ensure clear messaging and visual consistency, the following design considerations must be observed:

- Text Size: Minimum 20 pt for readability across devices.
- Safe Margins: Maintain a minimum of 40 pixels of padding on all sides to prevent cutoff on varying screen resolutions.
- Clarity: Designs must be legible and understandable briefly. Avoid overly detailed or cluttered visuals.
- Contrast: Use high-contrast text/background combinations to ensure accessibility and legibility.
- Layout Balance:
 - Place branding/logo on the left or center.
 - Place the call-to-action (CTA) on the right (to align with natural visual scanning patterns).

5. Recommended Call-to-Action (CTA) Phrases

Advertisers are encouraged to use concise, action-oriented CTA buttons. Examples include:

- *Learn More*
- *Get Started*
- *Shop Now*

6. File Management & Versioning

Advertisers should retain a master design file (e.g., PSD, AI) to facilitate future resizing for responsive or mobile-specific banners.

7. Compliance

All submissions will be reviewed by the ZAP HUB creative team to ensure compliance with the above standards. Banners that do not meet technical or visual guidelines may be subject to revision or rejection.

For questions or asset submissions,
Please contact: marketing@zaphub.co.za