

Digital Banner Content Review Checklist

Content

- ☐ Headline is clear and concise
- ☐ Key message is included
- ☐ Call-to-action is present
- ☐ No spelling or grammar errors

Design

- ☐ Logo is visible
- ☐ Brand guidelines followed
- ☐ Text is readable
- ☐ Elements are well-aligned

Technical

- ☐ Dimensions are correct
- ☐ File size meets requirements
- ☐ Format is appropriate
- ☐ Links/CTAs function properly

Compliance

- ☐ Copyrighted material is approved
- ☐ Legal disclaimers included, if needed
- ☐ Privacy policy referenced, if required