

# Banner Ad Compliance Checklist

## General Requirements

- ☐ Ad size matches platform specifications
- ☐ File size within required limit
- ☐ Correct file format used (e.g., JPG, PNG, GIF)
- ☐ Ad is clear and legible at all sizes

## Content & Design

- ☐ All claims substantiated
- ☐ No prohibited or restricted content
- ☐ Trademarks and logos used correctly
- ☐ Readable font and sufficient contrast
- ☐ Branding is included and correctly sized

## Technical

- ☐ No broken links or incorrect URLs
- ☐ Ad animates for seconds or less
- ☐ Ad does not auto-expand or trigger sound
- ☐ Ad passes platform QA tools

## Notes