Display Ad Creative Approval Checklist

General Requirements

☐
Ad dimensions & file size meet platform specifications

☐
File format is correct (JPG, PNG, GIF, etc.)

☐
Ad is optimized for fast loading

Content & Design

☐
Brand logo is included and clear

☐
Ad copy is concise and free of typos

☐
Call-to-action is visible and relevant

☐

Compliance

☐
No prohibited or sensitive content

☐

Destination

☐
Click destination/url is correct and live

☐
Landing page is relevant and functional

☐