

Preparing Ads for Reveel

Advertiser Guidelines

Reveel is the first company to allow audiences to view an interactive media experience from print, digital, video and broadcast media – without downloading an app, producing additional creative or programming a line of code. Reveel's cloud-based platform allows brands and media outlets to increase engagement and revenue by seizing the moment of audience interest and converting it into measurable action.

What is a CTA?

Where to Put the CTA

On the ad

Use Reveel CTA "Go to www.Reveel.it and scan this ad"

If your ad is ½ page or larger, apply the CTA directly to the ad. Use the graphic asset with instructions, "Go to www.Reveel.it and scan this ad".

In the margin

Use Reveel CTA "Go to www.Reveel.it and scan this page"

Place the CTA in the margin of the page when:

- There are multiple small ads on a page. Use general CTA text.
- The ad is smaller than ½ page.
- You don't get permission to include the CTA in the ad.
- Advertorials don't have room in the content on the first page.

Ideally, margin CTAs should appear in the same position on each page so that readers become familiar with them.

CTA is an abbreviation for a call to action. The first line of a Reveel CTA is always capitalized. It includes a compelling text hook. The second line provides instructions on how to use Reveel.it for print or digital media.



GET DIY TIPS
Go to www.Reveel.it and scan this page

GET COUPON
Go to www.Reveel.it and scan this ad



CTA graphic on ad

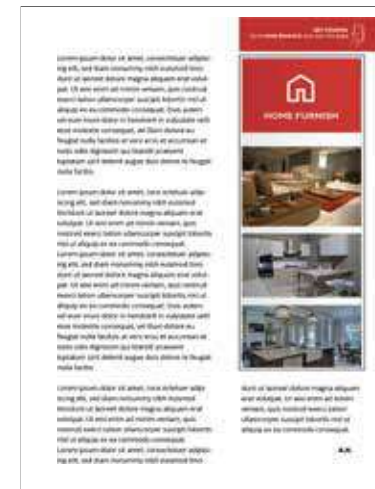


SEE MENU & RESERVE A TABLE
Go to www.Reveel.it and scan this ad

GET MORE TIPS
Go to www.Reveel.it and scan this page



CTA graphic on masthead of editorial



SCAN THIS PAGE

SCAN THIS AD

Every Reveelable image in your publication needs to have a CTA.

Without a CTA on your media, readers have no way of knowing that your content has been digitally fingerprinted. The CTA is your opportunity to convert inspiration generated by an image, into reader action, tempting readers with exclusive content or information that answers a question that is at the top of their mind.

CTA and Ad Design

- Make sure you have enough space for the CTA graphic to stand out.
- CTAs cannot be placed in the middle of a lot of text. They get lost.
- CTAs placed at the top of an ad perform better.
- The ad must have a photograph (not graphics). Reveel works on the principle of image recognition.

When creating and placing your CTA, keep the three P's in mind:

- **Phrase** it so it conveys a compelling message.
- **Position** it so it can be instantly seen.
- **Pop** it off the page.

Design Hub - Design tools, best practices and inspiration for high performing Reveelable pages.
<https://partners.reveel.it/design-hub/>