

Banners: Specification and Usage

Business Vision Academy · affiliate program
Document 4.1

50 files: every banner in editable **SVG** and ready-to-upload **PNG**.

A. Creatives

Slug	Product	Angle	Headline
simple-plan	AI Made Simple, \$28/mo	Structure	Ten courses. One a month. That's the whole plan.
simple-jobsec	AI Made Simple, \$28/mo	Capability	Not AI. The person who learned it first.
simple-overwhelm	AI Made Simple, \$28/mo	Overwhelm	Forty videos watched. Still freeze when you open it.
simple-instant	AI Made Simple, \$134	One payment	Ten AI courses. One payment. Permanent access.
pro-time	AI for Professionals, \$39/ mo	Time recovered	The report that takes four hours takes six minutes.
pro-instant	AI for Professionals, \$152	One payment	Eleven courses on doing professional work faster.
mastery-full	AI Mastery, \$260	Program scope	21 courses, beginner to advanced. No coding at any point.
mastery-resume	AI Mastery, \$260	Employability	The resume line you don't have yet.

B. Sizes

Size	Name	Where
300 × 250	medium rectangle	Google Display, ad networks
336 × 280	large rectangle	Google Display
300 × 600	half page	Display, native
160 × 600	wide skyscraper	Display
728 × 90	leaderboard	Display desktop
970 × 250	billboard	Display desktop premium
320 × 50	mobile banner	Display mobile
1080 × 1080	social square	Meta feed, LinkedIn
1080 × 1350	social portrait	Meta feed (largest reach), Pinterest
1080 × 1920	social story	Stories, Reels, TikTok, Shorts

`simple-plan` and `mastery-full` exist in all ten sizes. The other six creatives exist in the five highest-volume sizes: 300×250, 300×600, 728×90, 1080×1080, 1080×1920.

Filename: `slug_WIDTHxHEIGHT_name.png` — e.g. `mastery-resume_1080x1920_social-story.png`

C. Design tokens

Element	Value
Background	<code>#0A0908</code>
Border	<code>#C8A249</code> at 30% opacity, 1px
Gold (price, CTA, accents)	<code>#C8A249</code>
Primary text	<code>#FBF8F1</code>
Secondary text	<code>#8A8474</code>
Bullet text	<code>#F0E2BC</code>
Headline face	Arial / Liberation Sans, bold
Price face	Georgia / Liberation Serif, bold
CTA	Black text on a solid gold rectangle

Fonts are deliberately system fonts rather than web fonts, so the SVG renders identically on any machine without a download and the PNG matches the SVG exactly.

Vertical structure, identical in every format: product name (gold, small) → rule → headline → subhead → bullets (tall formats only) → price with full structure → CTA → brand line.

D. Every banner states the full price

\$28 · per month x 10 (\$280 total) — never \$28 alone. This is a compliance requirement, not a design preference. See document 6.1 section B.

E. File weight and platform limits

Google Display caps image assets at **150 KB**. All PNGs are within it, but compress before uploading — typically a 60–70% reduction with no visible difference.

```
pngquant --quality=70-90 --ext .png --force png/*.png
```

Meta and TikTok have no meaningful weight limit but do down-rank creatives carrying a lot of text. The **1080x1080** and **1080x1920** variants sit close to that threshold. If reach drops, use a version without the bullet list.

F. Editing

SVG files open in Figma, Illustrator, Inkscape and any text editor. To change a headline without design software, edit the text node directly:

```
<text x="20" y="52" font-family="Arial..." fill="#FBF8F1">Ten courses. One a month.</text>
```

To regenerate the whole set with new copy: the generator script `gen_banners_en.py` is included. Edit the creative dictionaries at the top of the file and run:

```
pip install cairosvg
python3 gen_banners_en.py
```

The script sizes headlines to fit the available height automatically, so longer copy will not break the layout.

G. What the banners deliberately do not contain

Omitted	Reason
Photographs, faces, stock imagery	No licensed images are included. Faces also imply a testimonial, which triggers FTC substantiation requirements.
A logo image file	The brand name is set in type. Replace with the official logo file before distributing the kit.
Earnings figures	Dollar amounts of income on customer-facing creative are an FTC and Meta policy problem.
Countdowns, "limited time"	Artificial urgency without a real deadline breaches ClickBank's terms.

H. Test sequence

Do not launch eight creatives.

Round	Test	Holding constant
1	simple-overwhelm vs simple-jobsec at 1080×1080	Format, audience, landing page
2	Winning angle across 1080×1080, 1080×1920, 300×250	Angle, audience
3	Winning set vs mastery-full	Format, audience

Minimum 100 clicks per variant. Below that the difference between two banners is noise.