# How to use Cloud OS Go-to-Market banner ads

The files in this folder are templates for banner ads. You can customize these templates with your company name, contact information, and logo for use in online advertising campaigns.

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| Generate the  banner ad | 1. Open the original Photoshop (.psd) document. 2. In the *Layers* window, select the red highlighted layer called *PARTNER LOGO HERE*. 3. Copy and paste your logo into this file. Or, simply drag your logo into the .psd document to place your logo. Notice how your pasted logo creates a new layer for itself above the selected layer. 4. Resize your placed logo to fit the bottom white space comfortably with enough margin: First, press *CTRL+T* to select the image. Then, scale from a corner while holding *SHIFT* to keep the original dimensions of the image. 5. Go back to the *Layers* window, and then delete the layer called *Partner Logo here*. 6. Press *CTRL+S* to save this .psd document. 7. Go to *File*, and then select *Save for Web* to generate the banner for the web. A new window will pop up. Make sure the *Preset* is set to *GIF 128 Dithered*, and the *Animation Looping Options* is set to *Forever*. 8. Click *Save*. |
| Purchase banner advertising | 1. We recommend you use an agency or ad buyer to ensure that you: 2. Reach the *right* audience for your business and for the campaign. 3. Get the best coverage and pricing. 4. Receive analytics and reports on ad performance, and optimize to improve effectiveness and reach. 5. Collect analytics and reports that you can use for proof of execution to obtain a final installment (if you were provided with Microsoft marketing funds). 6. Below are articles that can help you navigate online ad purchasing: 7. [Buying Digital Advertising: A Brief Overview](http://www.journalism.org/2012/02/13/buying-digital-advertising-brief-overview/) 8. [Beyond the Banner: Role of Display Ads in B-to-B](https://www.ama.org/publications/eNewsletters/B2BMarketing/Pages/beyond-the-banner-the-role-of-display-ads-in-b-to-b.aspx) |