

Advertise with the Nelson County Gazette

Bring your own pre-designed banner ad or use our free design services. Either way, we'll work with you to create effective advertising that reaches Nelson County's most engaged local audience.

Banner Ad Best Practices

Design Guidelines

- Keep It Simple
- Up to 3 frames maximum, 3 seconds each
- One sentence or phrase per frame – readers glance quickly at ads
- Use your existing branding – logos, colors, fonts your customers recognize

Technical Specifications

- Recommended size: 320×170 pixels
- File formats: JPG, PNG, or GIF
- Maximum file size: 5MB
- Animated GIFs: Accepted (keep to 3 frames, 3 seconds each)

Ad Rotation

Ads are grouped in rotations of no more than 2 ads per group. Ads randomize on each page load to ensure fresh visibility.

Effective Ad Content

What works

- Clear call to action: "Shop Now," "Visit Today," "Call for Quote"
- Essential information only: business name, offer, location/contact
- High-contrast text on simple backgrounds
- Mobile-friendly design (most readers view on phones)

What to avoid

- Multiple messages in one frame
- Small text that's hard to read on mobile
- Cluttered layouts with too many elements

Questions?

Contact us at advertise@nelsoncountygazette.com or fill out the advertising inquiry form on our website.