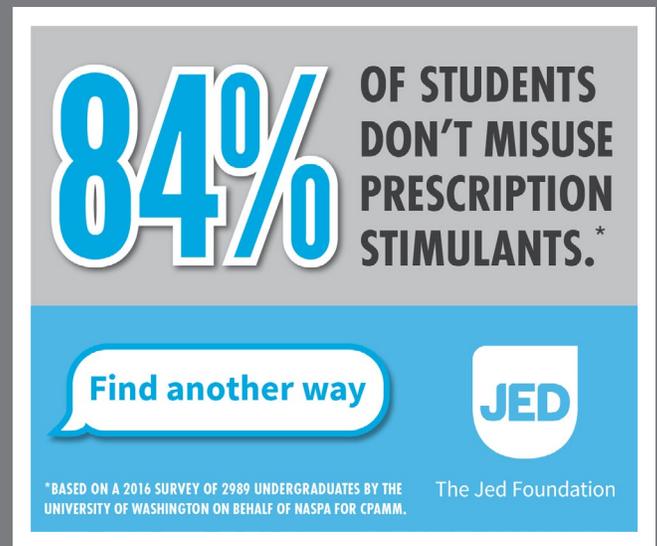# DIGITAL BANNERS HOW-TO

JED

OVERVIEW

The accompanying digital banners are intended for usage on school-owned web properties. The banners include an option to provide a link to a school's student health webpage, related page or CPAMM.org/students. When hyperlinked, the banners have the potential to drive users to online resources where alternatives to misusing prescription stimulants and more information can be found. This may vary depending on your school's back-end capabilities.

However, if the banners cannot be made clickable, no hyperlink is necessary. Instead, the banners may be used as static billboards to assist in promoting the Students Stick Together social norming campaign.
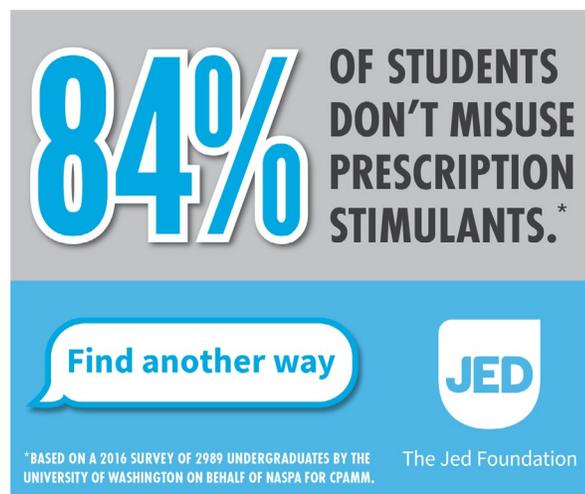

HOW TO USE

A range of standard banner sizes has been provided to fit the most common display placements. Please contact your school's web admin for implementation.
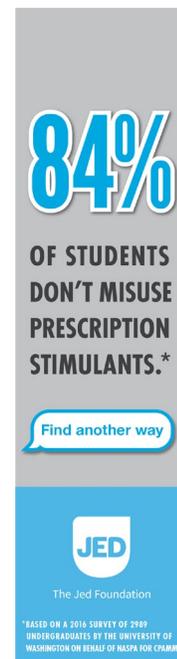
728 x 90

300 x 600

300 x 250

160 x 600

OVERVIEW

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Some schools participate in the American College Health Association's annual national college survey, which includes a question about the rate of misuse for prescription stimulants on their campus. If you prefer to localize this particular data point across the available CPAMM assets, we have provided an option to customize this one national data point: 84%. To support the social norming objective of the Students Stick Together campaign, please only replace the 84% stat with an equally, or higher, data point as the campaign's overall goal is to encourage good behavior by pointing to majority good behavior.

If you choose to utilize localized data, use the provided Photoshop files located in the zip folder and insert the percentage, school name, and survey reference in all appropriate fields. The recommended font is also included in the zip folder for easy download.
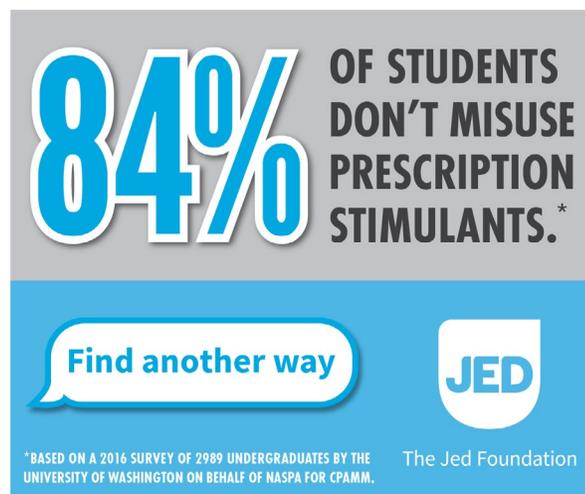
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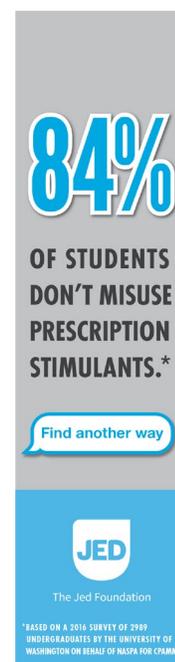
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