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| Source | Picture Example | Advantages | Disadvantages |
| [**http://www.pcmag.com/**](http://www.pcmag.com/) |  | The two colours that the advertisement used (red and blue) is a contrast from the white and black of the background This makes it standout. It is laid out so the Ipad is not blocking the important message on the side. The advertisement played with the Ipad graphic and put the magazine cover inside it. | There is no movement, it is not connect to a video and there is no sound though sound nor is movement really needed in this. |
| [**http://www.pcpro.co.uk/?utm\_source=thedotcom**](http://www.pcpro.co.uk/?utm_source=thedotcom) |  | The colours are simple and not distracting. They layout is simple and includes slogan and logo. The 3D graphics and movement of animation is impressive and eye catching. | the animation is quite annoying when the page does not load properly and the audience can only see part of it. |

* Colours
* Layout
* Movement
* Text
* Link to sth (sound or video)
* Graphic