

# Ad Mock-Up Overview

## Digital Ad – Version 1 (300x250)

FREE THE EAGLE  
RENEW HARLEY

**Harley-Davidson urgently needs new leadership.**

It's time to put H-D back on the path to success.

**LEARN MORE**

FREETHEEAGLE.COM

## Final Copy & Ad Specifications

### Copy:

Harley-Davidson urgently needs new leadership.

It's time to put H-D back on the path to success.

[CTA Button Linking to Homepage] Learn more.

### Additional Information:

Ads will run in the following standard dimensions:

- 300 x 250 (Medium Rectangle)
- 728 x 90 (Leaderboard)
- 160 x 600 (Wide Skyscraper)
- 320 x 50 (Mobile Leaderboard)
- 300 x 600 (Half Page)
- 970 x 250 (Billboard)
- 336 x 280 (Large Rectangle)
- 250 x 250 (Square)
- 200 x 200 (Small Square)

# Ad Mock-Up Overview

## Digital Ad – Version 2 (300x250)

**Harley-Davidson  
shareholders,  
dealers and riders  
deserve better.**

It's time to restore the iconic  
brand to greatness.

**LEARN MORE**

**FREETHEEAGLE.COM**



## Final Copy & Ad Specifications

### Copy:

Harley-Davidson shareholders, dealers and riders deserve better.

It's time to restore the iconic brand to greatness.

[CTA Button Linking to Homepage] Learn more.

### Additional Information:

Ads will run in the following standard dimensions:

- 300 x 250 (Medium Rectangle)
- 728 x 90 (Leaderboard)
- 160 x 600 (Wide Skyscraper)
- 320 x 50 (Mobile Leaderboard)
- 300 x 600 (Half Page)
- 970 x 250 (Billboard)
- 336 x 280 (Large Rectangle)
- 250 x 250 (Square)
- 200 x 200 (Small Square)

# Ad Mock-Up Overview

## Digital Ad – Version 3 (300x250)



## Final Copy & Ad Specifications

### Copy:

Help us fix Harley-Davidson.

Attention shareholders: your voice matters.

[CTA Button Linking to How To Vote Page] Learn how to vote.

### Additional Information:

Ads will run in the following standard dimensions:

- 300 x 250 (Medium Rectangle)
- 728 x 90 (Leaderboard)
- 160 x 600 (Wide Skyscraper)
- 320 x 50 (Mobile Leaderboard)
- 300 x 600 (Half Page)
- 970 x 250 (Billboard)
- 336 x 280 (Large Rectangle)
- 250 x 250 (Square)
- 200 x 200 (Small Square)