

Ad Mock-Up Overview

Digital Ad – Version 1 (300x250)



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)

**ATTENTION SHAREHOLDERS:
YOUR VOICE MATTERS.**

**Help us fix
Harley-Davidson.**

LEARN HOW TO VOTE

FREETHEEAGLE.COM



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)