Central Notice Styleguide
WikiConference North America 2016
October 7-10 • San Diego, California, USA
Scholarship applications are open; deadline 23 August 2016.
Conference submissions are open; deadline 31 August 2016.

Wiki Loves Monuments: The world's largest photography competition is now open! Photograph a historic site, learn more about our history, and win prizes.

Display advertising

Display advertising is advertising on websites. It includes many different formats and contains items such as text, images, flash, video, and audio.\[1\] The main purpose of display advertising is to deliver general advertisements and brand messages to site visitors.\[2\]

According to eMarketer, Facebook and Twitter
Say hello to a new template
for non fundraising related mobile only banners
The Mona Lisa (/ˌmoʊnə ˈliːsə/; Italian: Monna Lisa [monna ˈliːza] or La Gioconda [la dʒɔˈkonda], French: La Joconde [la ʒɔ̃kɔ̃d]) is a half-length portrait of a woman by the Italian artist Leonardo da Vinci, which has been acclaimed as "the best known, the most visited, the most written about, the most sung about, the most parodied work of art in the world". The painting, thought to be a portrait of Lisa Gherardini, the wife of Francesco del Giocondo, is in oil on a thin board of poplar wood.
The Mona Lisa (/ˈmɔnə ˈliːsə/; Italian: Monna Lisa [ˈmɔnna ˈliːza] or La Gioconda [la dʒɔˈkonda], French: La Joconde [la ʒɔkɔ̃d]) is a half-length portrait of a woman by the Italian artist Leonardo da Vinci, which has been acclaimed as "the best known, the most visited, the most written about, the most sung about, the most parodied work of art in the world".

The painting, thought to be a portrait of Lisa Gherardini, the wife of Francesco del Giocondo, is in oil on a white Lombardy poplar panel, and is believed to have been painted between 1503 and 1506. Leonardo may have continued working on it as late as 1517. It was acquired by King Francis I of France and is now the property of the French Republic, on permanent display at the Louvre Museum in Paris since 1797.
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**Writing copy**

**Keep it simple**
Just the name and what it is

**Emphasize on one aspect**
Here, world’s largest contest is main point of emphasis

**Make reader curious**
use the aspect above to make someone want to know more

**Clear verbs for call to actions**
Participate is a clear and strong verb
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