

Banner Ad Sizes & Tips

Standard Sizes

The Interactive Advertising Bureau (IAB) standards set the benchmark for banner sizes, defining their dimensions and file sizes. Below are the core sizes widely embraced by websites and ad networks. Other sizes are widely used although they are not part of the IAB standards.

When choosing banner sizes:

- Weigh your online advertising goals, budget, and target audience.
- Utilize at least one of the core sizes due to their extensive demand and reach.

Core Sizes		Commonly Used Sizes	
Medium Rectangle	300x250 pixels	Square	250x250 pixels
Large Rectangle	336x280 pixels	Small Square	200x200 pixels
Leaderboard	728x90 pixels	Banner	468x60 pixels
Half Page	300x600 pixels	Skyscraper	120x600 pixels
Wide Skyscraper	160x600 pixels	Billboard	970x250 pixels
Mobile Leaderboard	320x50 pixels	Portrait	300x1050 pixels

Formats

Size and type of content are both important factors to consider when choosing a banner ad format. It is important to consider the trade-offs between the format and the file size, as well as the compatibility and accessibility of the format with different devices and browsers.

Some pros and cons:

- Static ads are simple and have a small file size, but may be less engaging than other formats.
- Animated ads are dynamic and eye-catching, but may be more distracting and have a larger file size.
- Interactive ads allow user interaction, but may be complex and expensive to create.
- Rich media ads use advanced features and technologies, but may be more demanding and risky than interactive ads.

Design

Banner ads should be designed to draw attention, communicate a message, and motivate action.

Things to consider:

- Use high-quality images and graphics that are pertinent to your product or service and correspond with your brand identity and style.
- Incorporate clear, succinct text that emphasizes your value proposition, benefits, or offer with a legible font and color contrast.
- Include a visible call-to-action that instructs the user on the next step such as “Click here” or “Learn more.”
- Utilize pleasing and harmonious colors that stand out from the background of the website or app where the banner ad is displayed.
- Use animation or interaction strategically and sparingly. Avoid too many elements or effects that can distract or befuddle the user.
- Test and optimize your banner ads for different sizes, formats, devices, and browsers.


Optimization

Last, but certainly not least, optimize your banners for speed, quality, and delivery by compressing them with online tools or software to reduce their file size without compromising their quality or functionality. You should also follow the best practices and guidelines of the websites, apps, or ad networks where you want to display your banner ads (e.g., IAB standards or Google Ads policies).


Core Banner Sizes



Commonly Used Banner Sizes



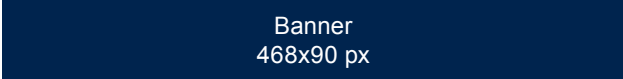
Billboard
970x250 px




Square
250x250 px



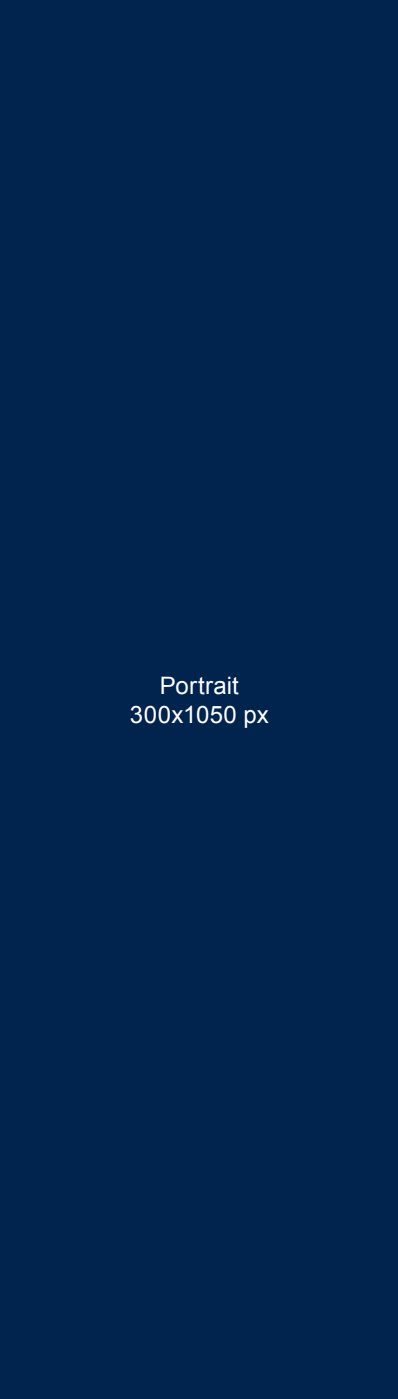
Small Square
200x200 px



Banner
468x90 px



Skyscraper
120x600 px



Portrait
300x1050 px