

Display. Advertising.

A short explanation



Being seen online has become more and more involved and complex. However, our display advertising solutions are successful because they are thoroughly targeted and optimized across your customers' journey. With online display advertising you are able to monitor the user response and engagement with your brand more closely than when using traditional advertising methods. We have successfully executed far-reaching campaigns for many companies and understand the complex display marketplace.

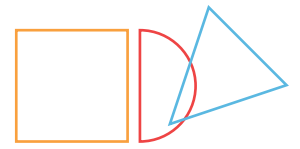
Always an eye catcher!

At NDA, we start by developing a comprehensive strategy for your campaign based on your business goals. After determining the best display networks and publishers that will help you reach your target audience, we set up your campaign to position your business for success from the start. Once your display network advertising campaign is up and running, we continually monitor it, noting areas for improvement and optimizing accordingly. We focus on what motivates your potential customers to ensure your digital display advertising is always relevant. Through careful analysis, research, and design, our clients achieve significant levels of traffic and sales.



The right ad at the right place at the right time. We make your impression memorable.



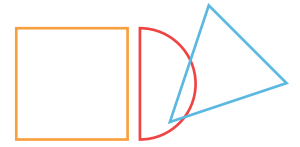


When creating banners for display advertising, it is important to consider what sizes to use. Choosing the right banner size can help you increase your advertising effectiveness.

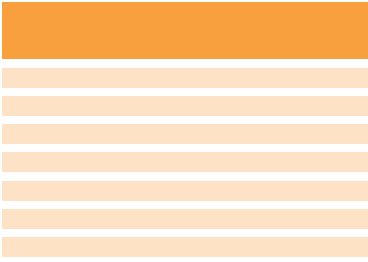
The Interactive Advertising Bureau (IAB) has created standardized guidelines for banner sizes that work across all ad networks, including the Google Display Network (GDN). You'll find the top 15 formats in a handy table below.

WEB BANNER SIZES

<p>Rectangle</p> <p>300x250</p>	<p>Leaderboard</p> <p>728x90</p>	<p>Wide Skyscraper</p> <p>160x600</p>	<p>Half Page</p> <p>300x600</p>
<p>Billboard</p> <p>970x250</p>	<p>Large Rectangle</p> <p>336x280</p>	<p>Banner</p> <p>468x60</p>	<p>Half Banner</p> <p>234x60</p>
<p>Skyscraper</p> <p>120x600</p>	<p>Vertical Banner</p> <p>120x240</p>	<p>Portrait</p> <p>300x1050</p>	<p>Large Leaderboard</p> <p>970x90</p>
<p>Square</p> <p>250x250</p>	<p>Small Square</p> <p>200x200</p>	<p>Small Rectangle</p> <p>180x150</p>	<p>Button</p> <p>125x125</p>



Leaderboard

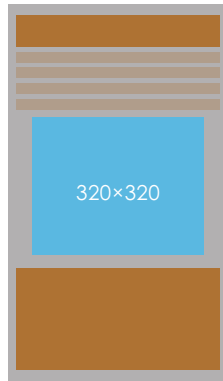


320x50

As you can see from this list, there are a number of sizes to choose from when selecting your ads. However, the good news is that the absolute majority of impressions consist of only 4 sizes.

Read on to learn more about which banners you should focus on in your display advertising.

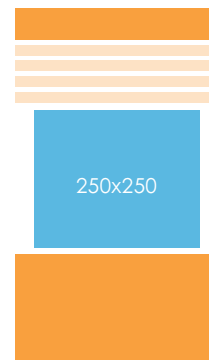
Full Page Flex



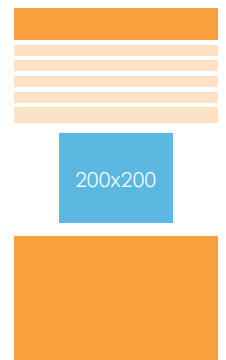
Large Banner



Square



Small Square



Which sizes are most popular?

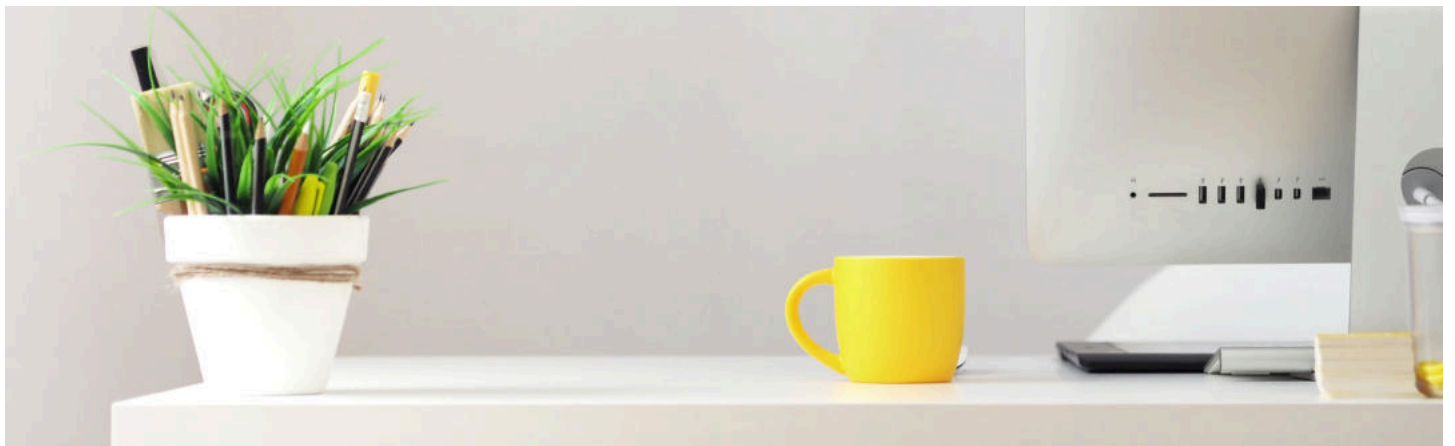
89% of all ad impressions consist of these 4 sizes:

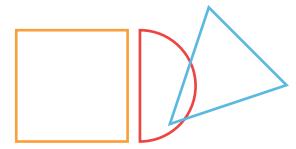
- 300 × 250 Medium Rectangle 40%
- 728 × 90 Leaderboard 25%
- 320 × 50 Mobile Leaderboard 12%
- 160 × 600 Wide Skyscraper 12%

If you haven't yet shifted your advertising efforts to a mobile-first focus, this is definitely a good time to think about it.

Mobile has long since overtaken desktop as the primary device for browsing, delivering 56% of all web traffic in 2021.

Mobile ads can be served while browsing the web as well as directly in apps.





MOBILE LEADERBOARD (320x50)

The 320 x 50 banner is by far the most common mobile ad format, both in browsers and apps. In fact, research shows that 12% of the total global ad inventory consists of the mobile leaderboard.

So if you want to maximize your ad reach, we highly recommend having some of these formats in your inventory!

WHAT DOES A 320x50 MOBILE LEADERBOARD LOOK LIKE?

Displayed at the bottom of apps and embedded in content, it looks like this: This format is commonly used in apps and is often displayed as a banner at the very bottom of the screen.



WHAT DOES A 300 x 250 MEDIUM RECTANGLE LOOK LIKE?

In a mobile setting, the Medium Rectangle looks like this:



WHERE IS THE MEDIUM RECTANGLE USED?

This banner is often embedded in content such as text articles. It is usually perceived as less intrusive than larger formats. The Medium Rectangle is suitable both as a text version and as an image ad.

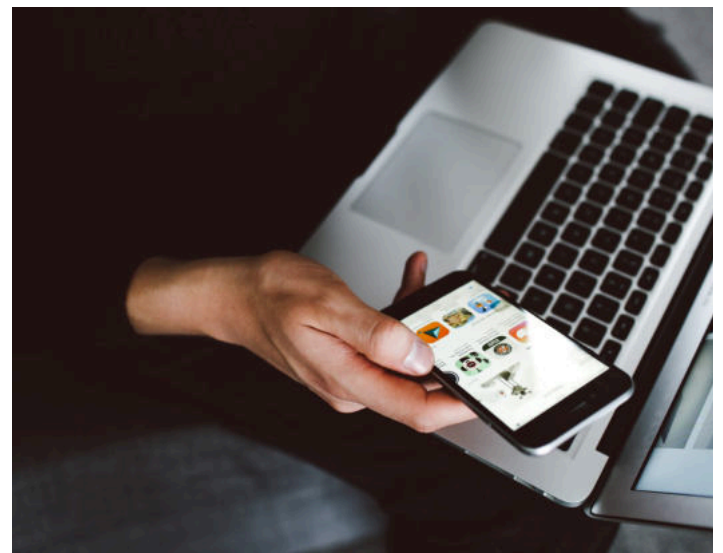
On mobile devices, this format acts as a page break for long content. When designed well, it creates a natural addition to websites that users don't consider intrusive.

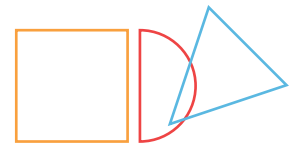
Apps are quickly becoming one of the most common ways people consume content. If you want to reach potential customers as they browse apps, the mobile leaderboard is the main format.

Another format that works well on both mobile devices and desktops is the 300 x 250 Medium Rectangle. This is the most commonly used banner size of all global stocks, with 40% of the total reach.

MEDIUM RECTANGLE AD (300x250)

No display advertising campaign is complete without the Medium Rectangle. This standard banner holds **40% of the world's inventory** and is by far the most important format in your advertising arsenal. The reason it's so popular is that it works well on both mobile devices and desktops.





Due to the unique size and shape of the Medium Rectangle ad and its widespread use, Google has issued specific guidelines for this type of banner.

It's important to note that Google may remove your ad from the Google Display Network, which covers around 2 million websites and reaches up to 90% of all Internet users, if you don't follow the rules set by Google. If you want to read all the guidelines, you can find them at Google AdMob Medium Rectangle Ad Instructions.

300 × 250 GDN-GUIDELINE

- **Ads imitate app content** - Ads must be clearly distinguishable from app content.
- **Ad overlaps with app content** - Ads must not overlap app content.
- **Ad links to pages with no content** - Do not place ads on „dead end“ pages. This means there must be a way to exit the page without clicking on the ad.
- **Ad next to interactive elements** - Avoid accidental clicks on the banner by not placing it too close to other interactive parts of an app, such as a navigation menu or chat box.
- **Custom close or exit buttons** - Close buttons should not overlap or be adjacent to the ad, as this causes many accidental clicks.

As a rule of thumb, ads should be easily distinguishable from general app content. If users understand that they are viewing an ad, you should be on the safe side.

The 300 × 250 banner should definitely be part of your banner inventory - as it works very well on both desktop and mobile, and covers a large portion of the global inventory.

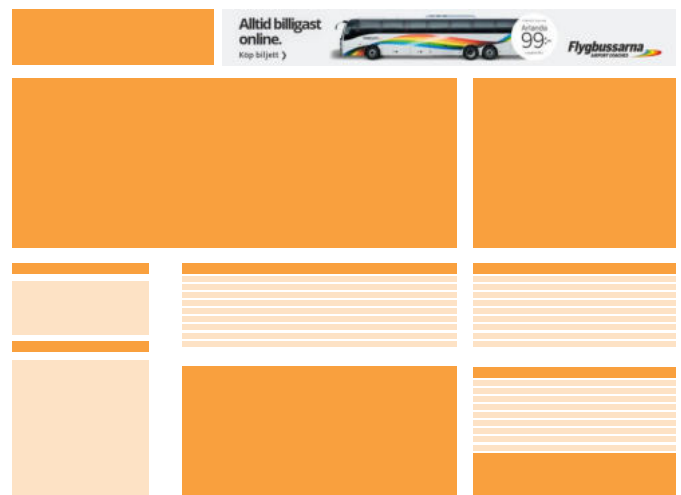
The next banner on the list is the 728 × 90 Leaderboard. With 14% of the global inventory, this is an important ad for your campaigns. Read on if you want to learn more about this banner size.

LEADERBOARD (728 × 90)

This format is the second most common ad size in global inventory, accounting for 25% of global impressions. This banner, in combination with the Medium Rectangle and Mobile Leaderboard, should cover most of your display advertising needs.

The 728 × 90 leaderboard is part of the IAB standard banner sizes and works well on the Google Display Network.

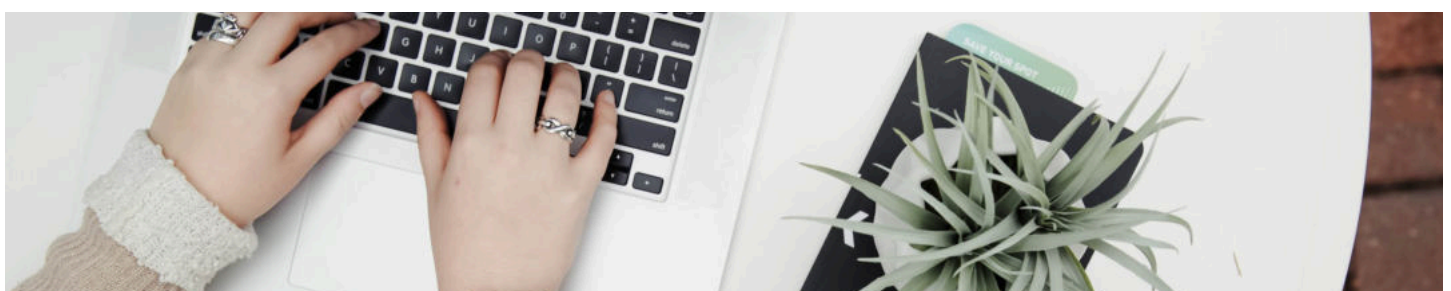
WHAT DOES A 728×90 BANNER LOOK LIKE?

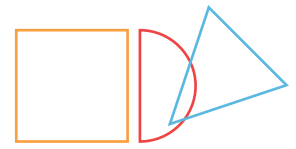


WHERE IS THE LEADERBOARD BANNER USED?

The leaderboard is usually displayed at the top of websites - but sometimes at the bottom.

„Above the fold“ ads typically perform better than banners at the bottom of a page - simply because fewer users scroll to the bottom of a website, and by the time they get there, they may feel like they're already done with the content and are less likely to click on something else.





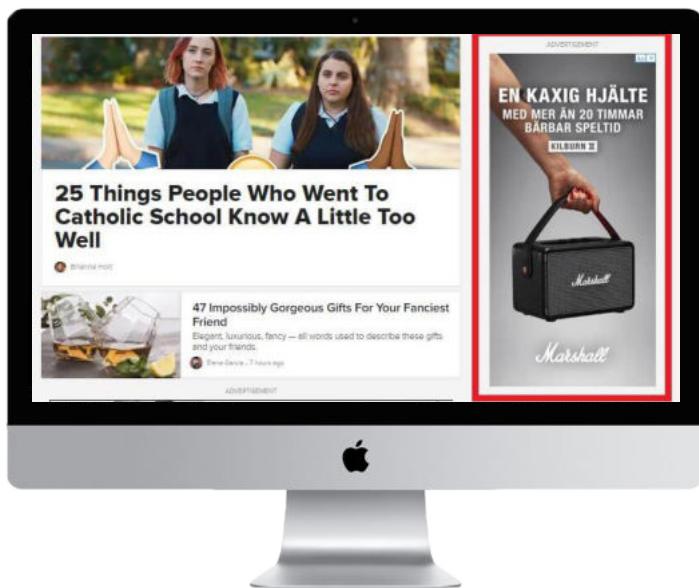
WIDE SKYSCRAPER (160 × 600)

This is the most common of the two Skyscraper banners with 12% of the global inventory.

There is a thinner version of this ad, simply called Skyscraper, with a size of 120 × 600, which is aimed at websites that cannot accommodate the Wide Skyscraper. However, if you're choosing between the two, the Wide Skyscraper is your safest bet.

This banner format is used by more websites than the thinner Skyscraper and it is placed at the sidebar of a website. About 12% of the global ad inventory consists of the Wide Skyscraper, while only 0.2% consists of the Thinner Skyscraper.

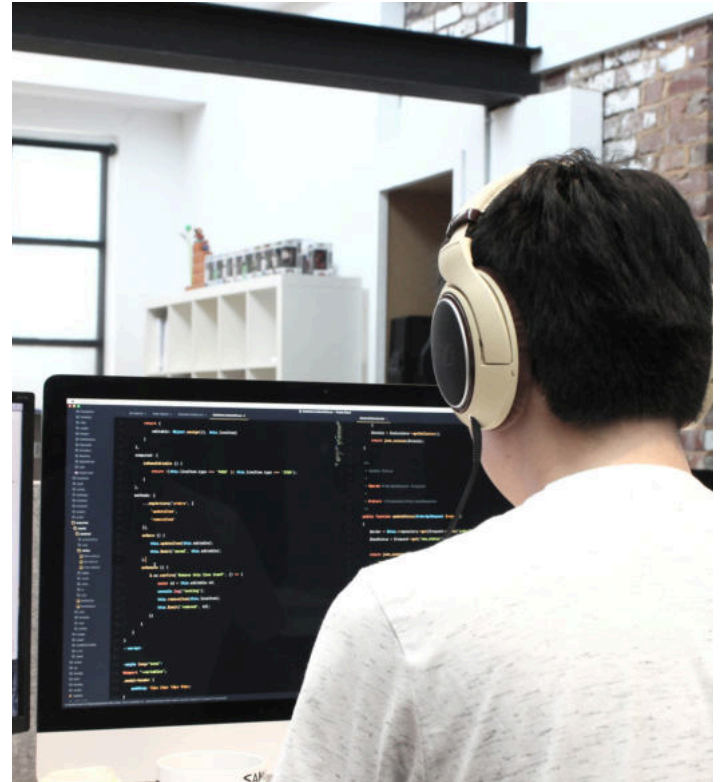
WHAT DOES A 160×600 BANNER LOOK LIKE?



Buzzfeed's entire business is ad-based and has perfected the use of display ads in strategic locations. You can find a Wide Skyscraper on the right side of the main page.

As mobile has overtaken desktop as the main device for browsing, the Skyscraper ad is becoming less relevant. However, we still recommend having this format in your inventory for desktop and tablet devices. However, if you have limited resources to create banners, it's better to focus on other formats.

Display advertising is very much alive and well in 2020. You don't need a huge inventory to create a successful campaign.



You can successfully cover both your desktop and mobile reach by starting with 4 different ads and expanding as you see results.

By focusing on these 4 formats, you'll cover over 89% of global inventory:

- 300 × 250 - Medium Rectangle
- 320 × 50 - Mobile Leaderboard
- 728 × 90 - Leaderboard
- 160 × 600 - Wide Skyscraper

It's important to pay attention to mobile devices when creating your display campaign. The majority of internet traffic comes from mobile these days and ads should be created to take this into account.

The 300 × 50 Mobile Leaderboard displays well in apps and while browsing the web on mobile devices, and the Medium Rectangle works well on both mobile devices and desktops.