



Specs by Medium

Banner Creative Specs

Frequently used sizes and names:

Inline rectangle: 300 x 250 pixels

Leaderboard: 728 x 90 pixels

Half-page: 300 x 600 pixels

Mobile: 300 x 50 or 320 x 50 pixels

File format: GIF, JPG, PNG

To remember:

Please be sure to include a 1-pixel border around any banner ads with a white background / white background element so that they do not blend into the background of the website.

Please make sure that all files are exactly the sizes above (even a 1-pixel difference will cause errors in the ad server) and labeled with the creative concept and size, for example:

Education_300x250 or GOTV_728x90