<table>
<thead>
<tr>
<th>FILE TYPES &amp; SIZES</th>
<th>TOP 25 PERFORMING DESKTOP BANNER AD SIZES.</th>
<th>TOP 25 PERFORMING MOBILE BANNER AD SIZES.</th>
</tr>
</thead>
<tbody>
<tr>
<td>JPG</td>
<td>300x250 (eye-catching)</td>
<td>728x90 (50% of impressions)</td>
</tr>
<tr>
<td>GIF</td>
<td>728x90 (25%)</td>
<td>300x250 (hot past)</td>
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**ANIMATED ADS**

Often the most eye-catching, but try too many and they can do too much. Avoid blinking, flashing, fast moving or lengthy, colored animations, as they can be harmful to those with certain medical conditions and reflect poorly on the brand.

**INTERACTIVE DISPLAY ADS**

Offered in many more ad formats than your average display ad, these interactive ads are pooling into the industry average CTR for rich media at 0.04%, where they have remained stable for the past year, drawing a target audience and pushing above the 0.1 CTR benchmark. CTRs vary from 0.06-0.25.

**DESIGN**

In its display ad guidelines, the Interactive Advertising Bureau (IAB) states that display ads should be "distinguishable from standard web-page content," to the point that if someone is blind, web page content, a web browser, the browser banner area, etc. would not impair an individual’s ability to complete a task or browse a web page.

**TO STAND OUT FROM THE CROWD**

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**WHAT DID YOU SAY?**

Font should be easy to read. Sans serif fonts are much more easy and readable especially at small sizes, but any serif fonts depend on the company and brand rules guide. Use your best judgement.

**TO CLICK, OR NOT TO CLICK**

Get creative with banners. They should stand out from the background of the ad, and go beyond the generic “learn more.” To keep your customers engaged, encourage clicks.

**KEEP IT SIMPLE**

Be mindful of text amount versus specs. Be mindful not to have too much text included in the display ad should be kept to the essential. Be mindful to appeal to the core audience and to lend a landing page to find additional information, links to which the bulk of the copy can be found.

**MAXIMIZE YOUR MOBILE**

Design mobile first! According to the IAB Annual Resource Report, mobile banners are now 58% of the 67% of overall digital ad spend across banners, rich media, and sponsorships. Instead of starting with desktop and scaling down to mobile, try starting with mobile, then scaling up to desktop.