

Banners

Banners are rectangular ad formats that are placed in the top part of the page. This is one of the most common ad units available.

Rectangles

Rectangles (Showcases or Islands) usually sit central to page content; some sites are offering extra large formats giving you more impact on the page.

Skyscrapers

Vertical rectangle ads usually placed on the right hand side of the page; often the best format for pages that are scrolled down, e.g. news stories, article pages.

Tiles

Tiles are usually placed within the page; this means advertisers deliver their message while users scroll through the pages while viewing certain content; they are small in dimension and file size.

| | Week | Month |
|---|-------|---------|
| Leaderboard Banner 760pixels(w) x 120pixels(h) | \$300 | \$1,000 |
| Rectangle 300pixels(w) x 250pixels(h) | \$300 | \$1,000 |
| Skyscraper 120pixels(w) x 600pixels(h) | \$200 | \$700 |
| Tile 120pixels(w) x 120pixels(h) | \$150 | \$500 |

All ad formats are based on The Internet Bureau specifications

Online Examples



- Banner
- Tile
- Rectangle
- Skyscraper