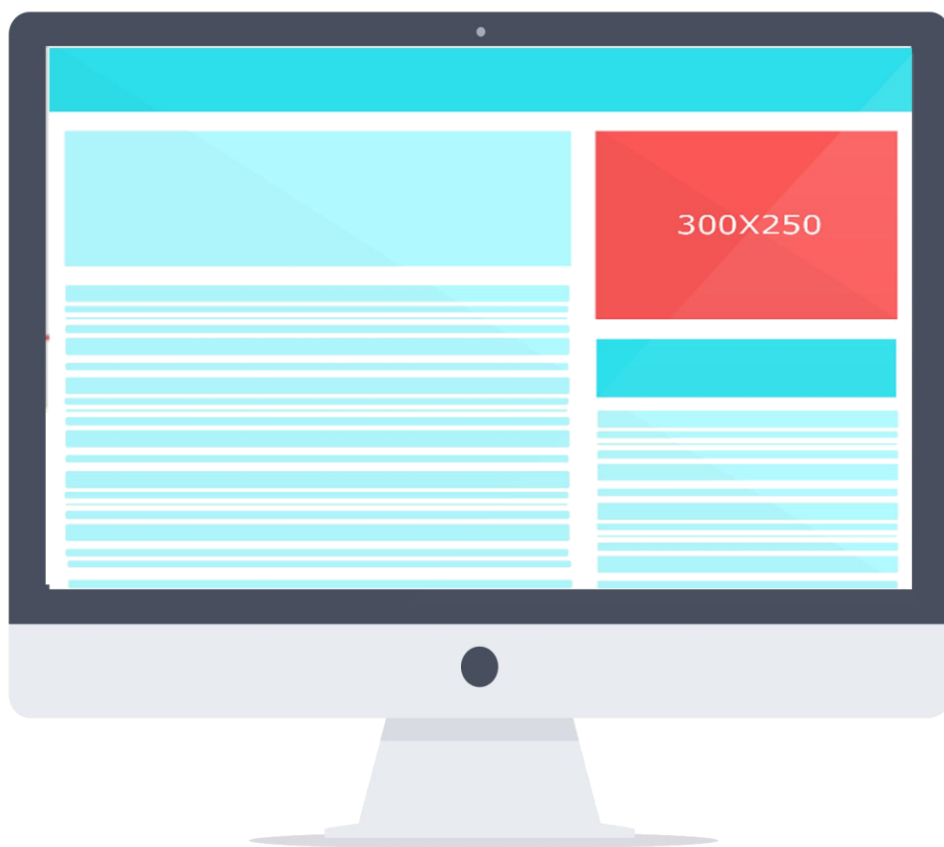


Using Advertising ***BANNERS***



A Quick Guide On The Top Performing Banner Positions

Introduction

In case you're doing any type of online promoting and advertising such as PPC, CPA or CPC, then using banners are an excellent way to get your message across. There are many online advertising platforms out there these days such as Google Adwords and Bing, just to name a couple of players in this field.

So knowing what size advertising banners you'll need before you get started is an ideal approach to take.

So I've outlined below the top 10 Google Adwords banner sizes that are the most commonly used and perform the best. Having said that, the below sizes not only work ideally for Google Adwords but across the online advertising spectrum.

Top 10 Commonly Used Google Adword Advertisement Banners

All these banner sizes are in pixels:

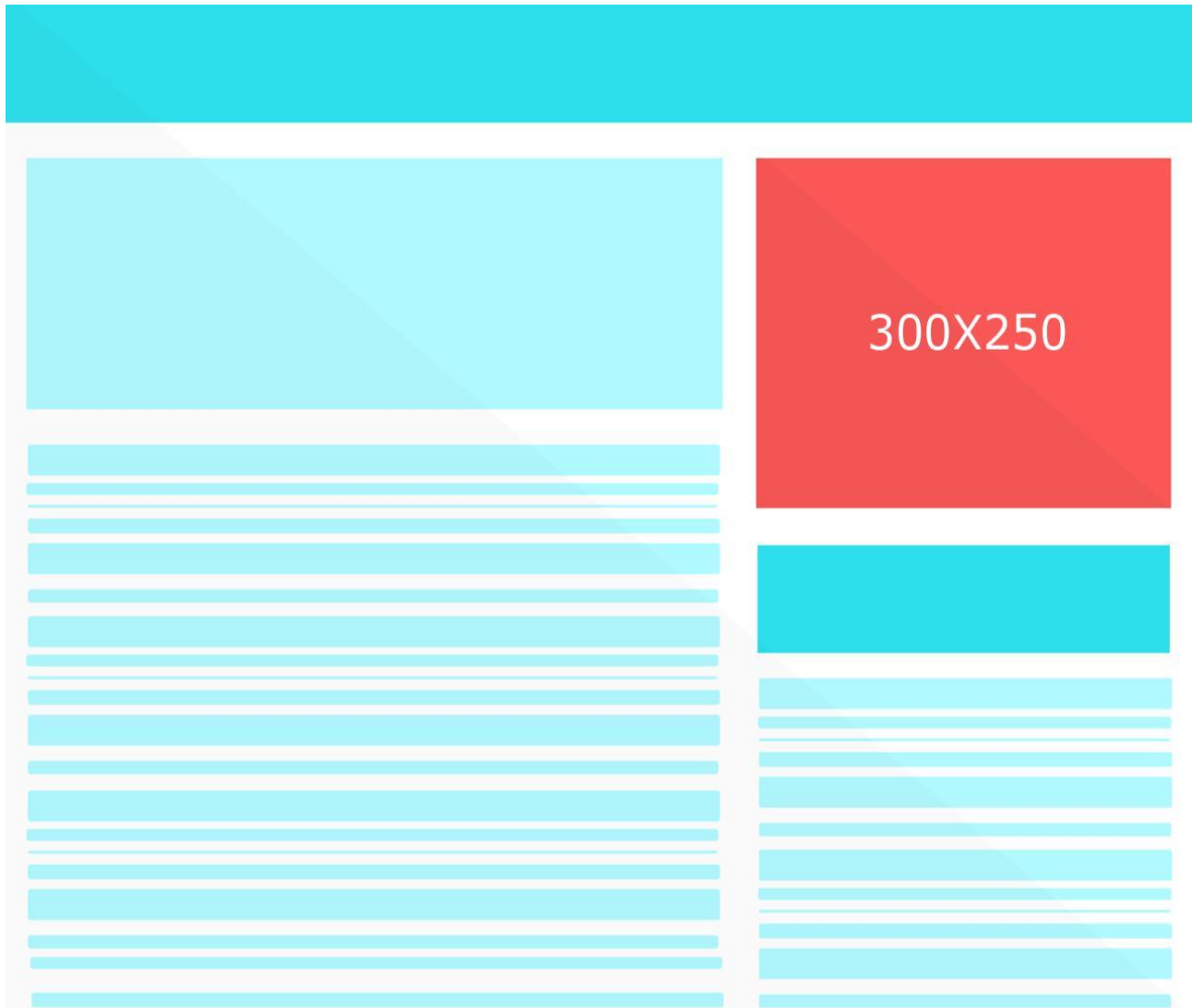
- **250 x 250** – Square
- **200 x 200** – Small Square
- **468 x 60** – Banner
- **728 x 90** – Leaderboard
- **300 x 250** – Inline Rectangle
- **336 x 280** – Large Rectangle
- **120 x 600** – Skyscraper
- **160 x 600** – Wide Skyscraper
- **300 x 600** – Half-Page Ad
- **970 x 90** – Large Leaderboard

Top 4 Performing Advertisement Banners

Sizes According To Google Adwords

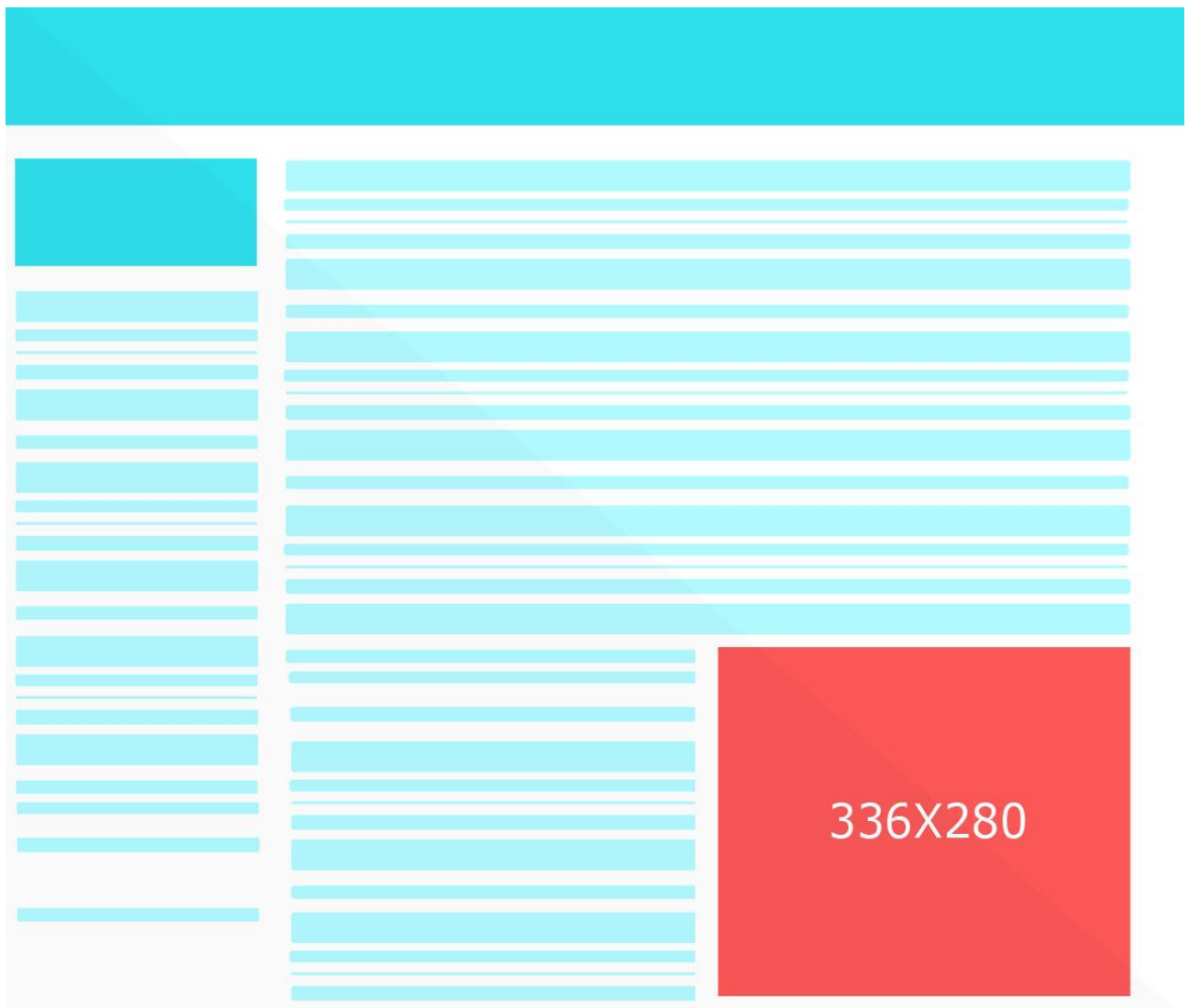
Below I've outlined the top 4 performing banner sizes in a displayed image to reflect on the best places to interact with your visitors.

Number 1: 300 x 250 – Inline Rectangle



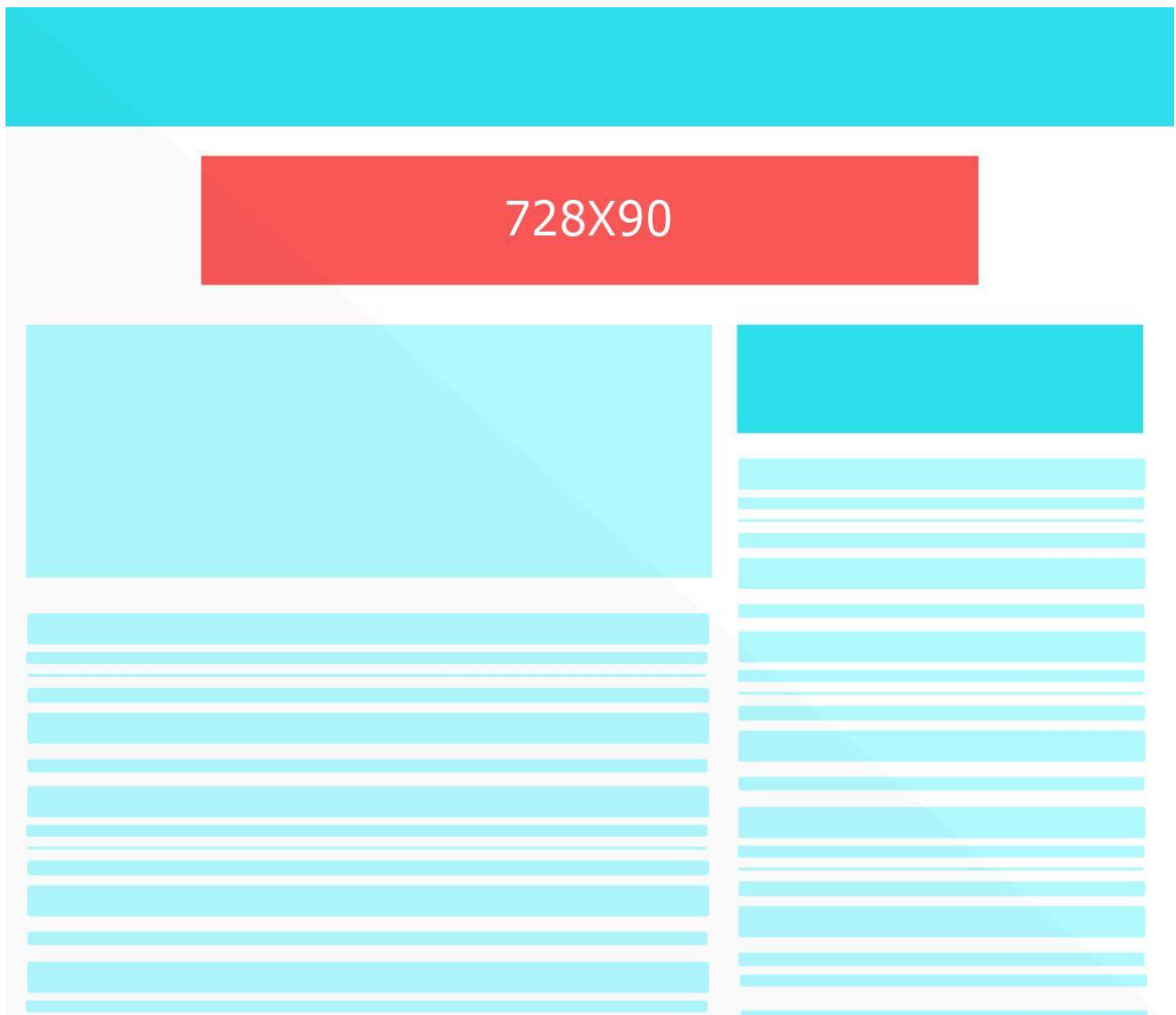
This is the 300x350 Inline Rectangle banner. It best plays its part at the top right-hand corner of any page, just below the header. Alternately, this can be displayed on the left-hand side of the page within the same position.

Number 2: 336x280 – Large Rectangle



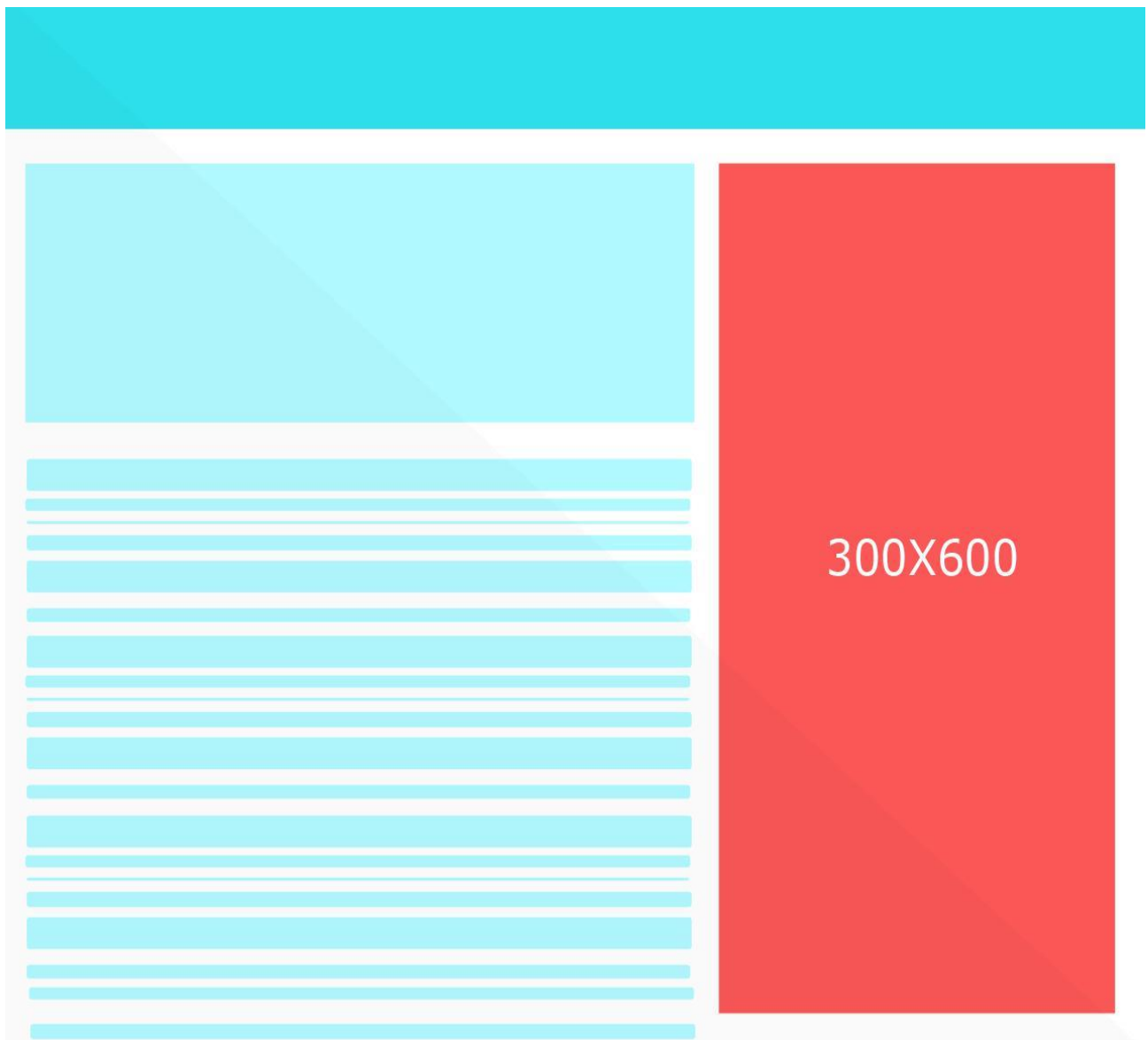
This is the 336x380 Large Rectangle banner. It best plays its part throughout an article body. Ideally, this attracts your reader's attention within. Great for bloggers or anyone with an article driven site.

Number 3: 728 x 90 – Leaderboard



This is the 728x90 Leaderboard banner. It best plays its part at the top of the page just below the header. Alternately, this can be displayed on the bottom of the page within the same position. Studies have shown that the top performs much better than the banner being displayed at the bottom of the page.

Number 4: 300 x 600 – Half-Page Ad



This is the 728x90 Half-Page Ad banner. This is a very bold advertising banner which strikes your visitors attention. It has been proven to perform the best on the right side of the page just below the header.

Reasons Why You Should Use Advertising Banners

It's been proven that displayed ads don't get as much click through rates as text based advertisements. But it has shown in studies that using image-based advertising banners does raise brand awareness. These types of ads have also shown that there the best for re-marketing to get your visitors attention and increases sales. Humans are visual creatures, and using images we remember more.

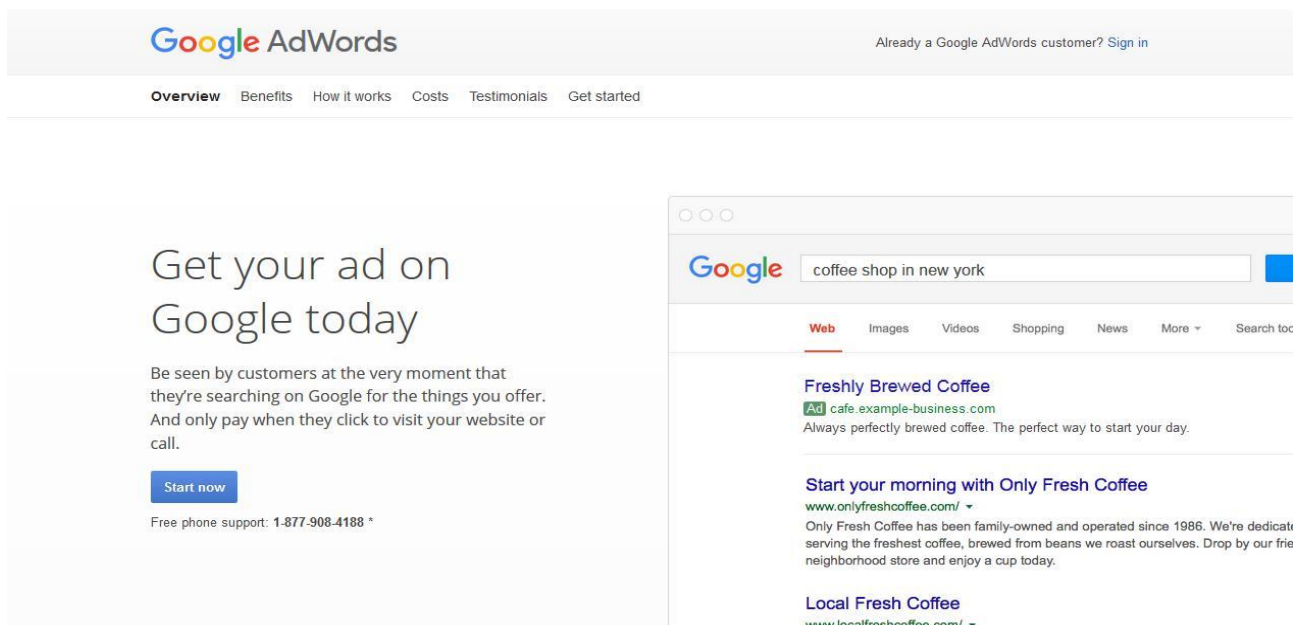
Feature more... it's vital to ensure your advertisements are significant, powerful and most of all memorable with the goal that your visitors will click your promotion, or even bookmark your website for a later date.

Top Ten List Of CPA, PPC Advertising Networks

Sometimes it can be overwhelming with the amounts of advertising networks on the market today. But trying them all would not benefit your pocket. So having a list of tried and tested platforms that have been proven time and time again to convert, will help you with your marketing and promotional campaigns.

Below I've listed a top 10 recommended CPA, PPC advertising networks.

Number 1: [Google Adwords](#)



The image shows a screenshot of the Google AdWords homepage on the left and a search results page on the right. The AdWords homepage features the Google AdWords logo, navigation links (Overview, Benefits, How it works, Costs, Testimonials, Get started), and a main heading "Get your ad on Google today". Below this, it says "Be seen by customers at the very moment that they're searching on Google for the things you offer. And only pay when they click to visit your website or call." with a "Start now" button and "Free phone support: 1-877-908-4188 *".


The search results page on the right shows a search for "coffee shop in new york". The results include three ads: "Freshly Brewed Coffee" from "Ad cafe.example-business.com", "Start your morning with Only Fresh Coffee" from "www.onlyfreshcoffee.com/", and "Local Fresh Coffee" from "www.localfreshcoffee.com/".

Why Google AdWords?

 **Attract more customers**
Transferring data from www.google.com.au to www.google.com.au

 **Reach the right people at the right time**
Your business data is used to reach the right people at the right time

Number 2: [Bing Ads Network](#)

[Benefits](#)[Cost](#)[Testimonials](#)[Preview](#)[FAQ](#)

[Sign up now](#)[Sign In](#)

Millions are searching. Make sure they find you.

Connect with valuable customers searching for your business. Use the Bing Network to reach an audience that spends 25 percent more than the average searcher.¹

[Sign up for Bing Ads](#)

Have a question? Please call us at 877-635-3561.

¹ comScore aSearch, Explicit Core Search (custom), June 2016. Bing Network includes Microsoft sites, Yahoo sites (searches powered by Bing) and AOL sites in the United States.


Already use Bing Ads?

Enter your user name or email address to sign in:

[Next](#)


[Forgot your user name?](#)

Powerful network. Powerful benefits.




Number 3: [Facebook Business](#)

facebook business

 Search

[Resources](#)[Support](#)

[Marketing on Facebook](#)[Industries](#)[Inspiration](#)[News](#)[Create an Advert](#)[Create a Page](#)

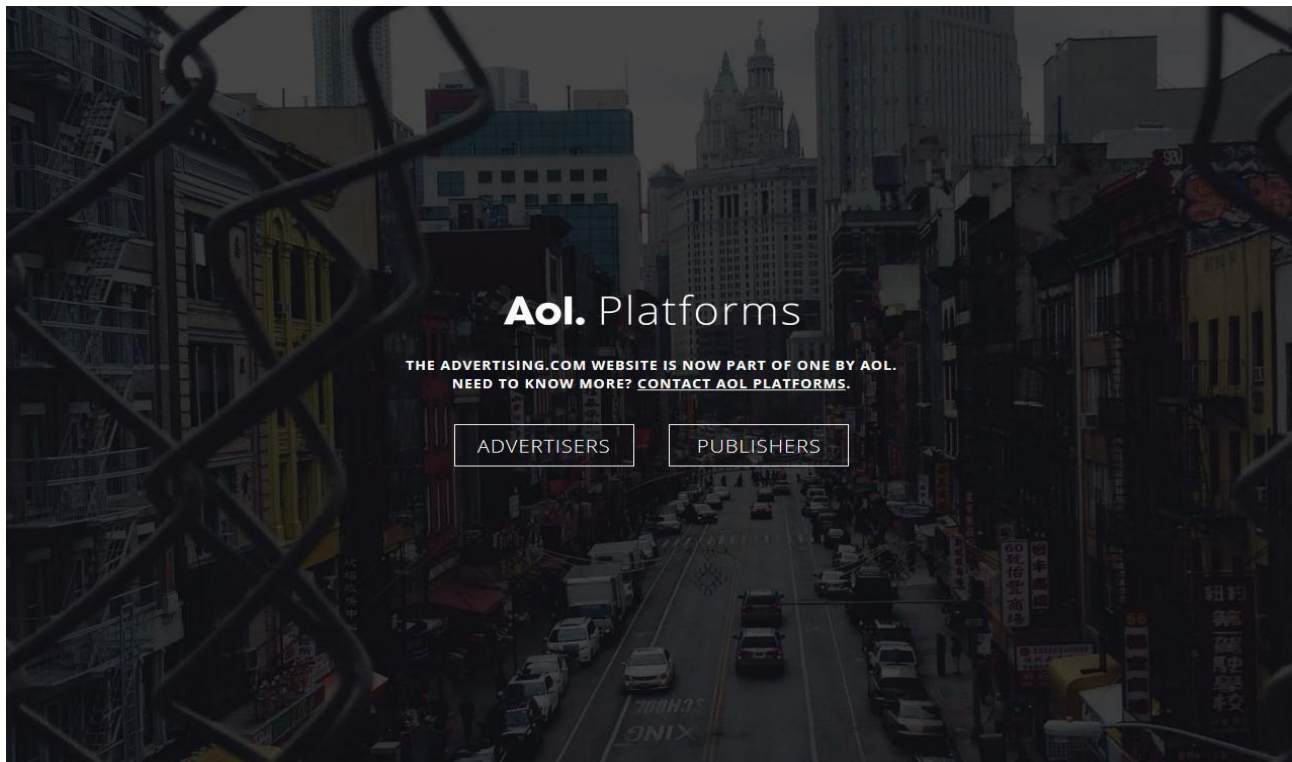


Facebook adverts

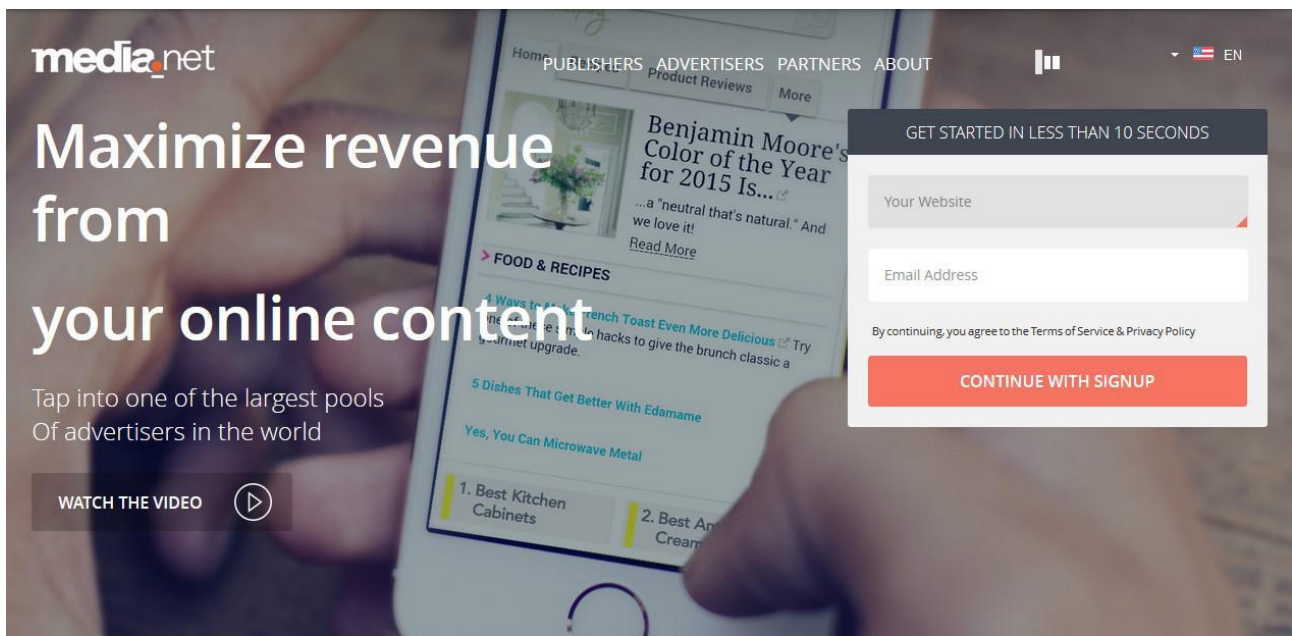
Advertising on Facebook makes it easy to find the right people, capture their attention and get results.

[Create an Advert](#)

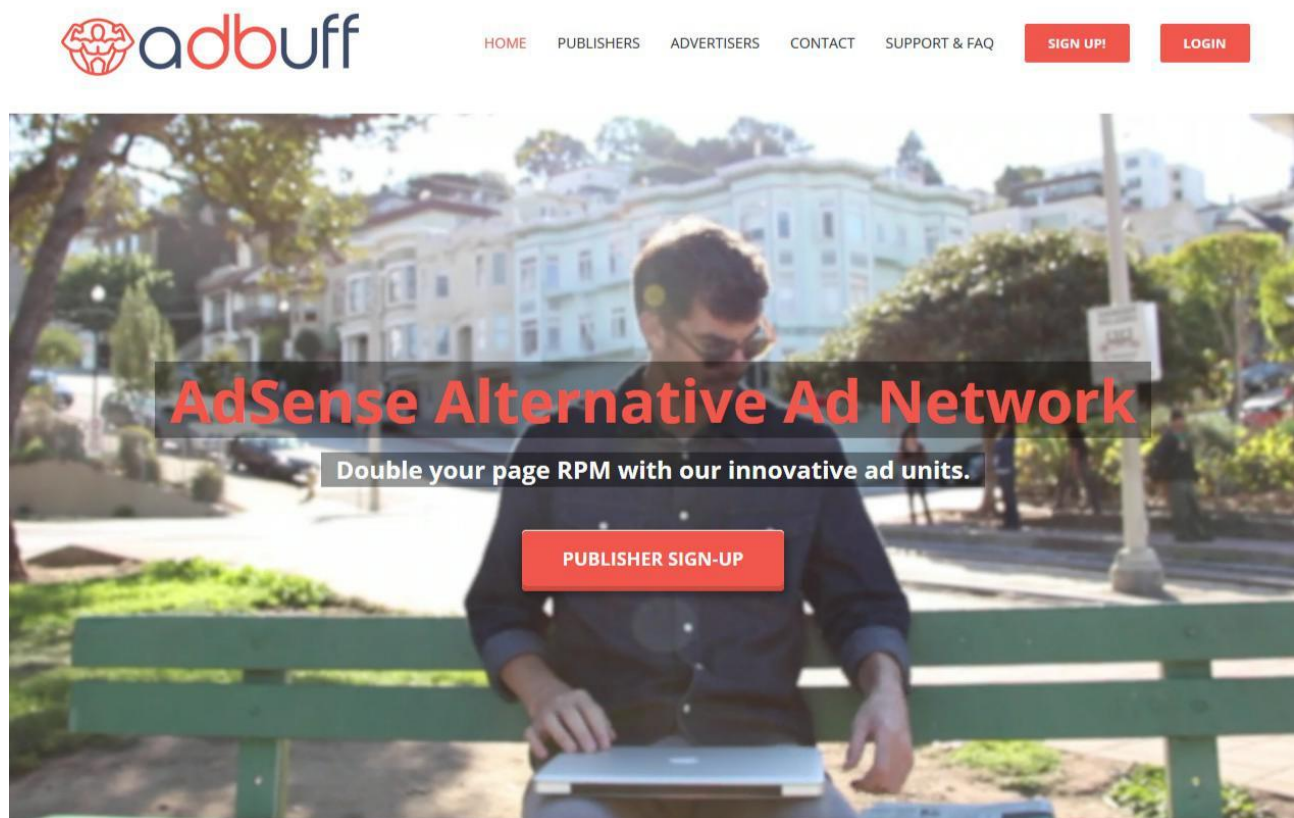
Number 4: [Advertising.com \(AOL Network\)](#)



Number 5: [Media.net](#)

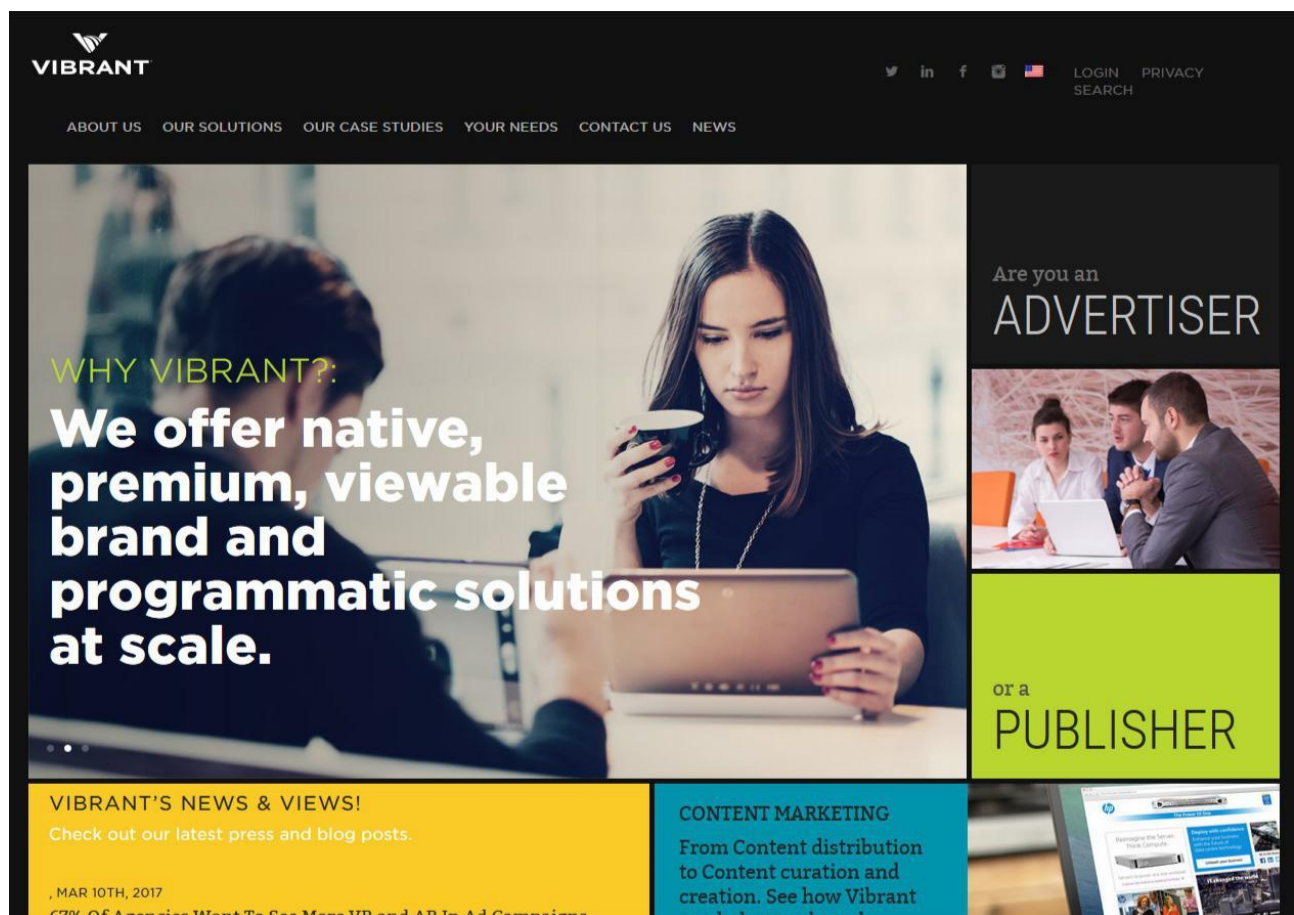


Number 6: [AdBuff](#)



The AdBuff website features a clean, modern design. The header includes the AdBuff logo on the left and a navigation menu with links for HOME, PUBLISHERS, ADVERTISERS, CONTACT, and SUPPORT & FAQ. Two red buttons, 'SIGN UP!' and 'LOGIN', are positioned on the right. The hero section is a large image of a man sitting on a park bench, working on a laptop. Overlaid on this image is the text 'AdSense Alternative Ad Network' in large, bold, red letters. Below this, a smaller white box contains the text 'Double your page RPM with our innovative ad units.' and a red button labeled 'PUBLISHER SIGN-UP'.

Number 7: [VibrantMedia](#)



The VibrantMedia website has a dark header with the Vibrant logo on the left. On the right, there are social media icons for Twitter, LinkedIn, Facebook, and YouTube, along with a US flag icon and links for LOGIN, PRIVACY, and SEARCH. Below the header is a navigation menu with links for ABOUT US, OUR SOLUTIONS, OUR CASE STUDIES, YOUR NEEDS, CONTACT US, and NEWS. The main content area is divided into several sections. On the left, a large image of a woman looking at a laptop is overlaid with the text 'WHY VIBRANT?: We offer native, premium, viewable brand and programmatic solutions at scale.' To the right of this image is a section titled 'Are you an ADVERTISER' with a photo of three people in a meeting. Below this is a green box with the text 'or a PUBLISHER'. At the bottom, there are two yellow boxes: one titled 'VIBRANT'S NEWS & VIEWS!' with a link to 'Check out our latest press and blog posts.' and another titled 'CONTENT MARKETING' with the text 'From Content distribution to Content curation and creation. See how Vibrant can help your brand.' A small image of a laptop screen displaying a website is visible in the bottom right corner.

Number 8: [ClickBooth](#)



The banner for ClickBooth features a man in a blue jacket cheering with his arms raised. The text "THANK YOU FOR MAKING US YOUR NO.1 CPA NETWORK" is prominently displayed. A gold seal on the right reads "REVENUE PERFORMANCE BLUE BOOK #1 NETWORK BEST CPA NETWORKS WORLDWIDE 2017". Below the main text, logos for recent press coverage include FOX NEWS, NBC NEWS, abc NEWS, YAHOO! FINANCE, and THE WALL STREET JOURNAL. At the bottom, two buttons are shown: "Get Customers" for advertisers and "Get Campaigns" for affiliates.

cb clickbooth™ The Performance Exchange

ADVERTISERS AFFILIATES ABOUT US CAREERS SUPPORT Login

THANK YOU FOR MAKING US YOUR NO.1 CPA NETWORK

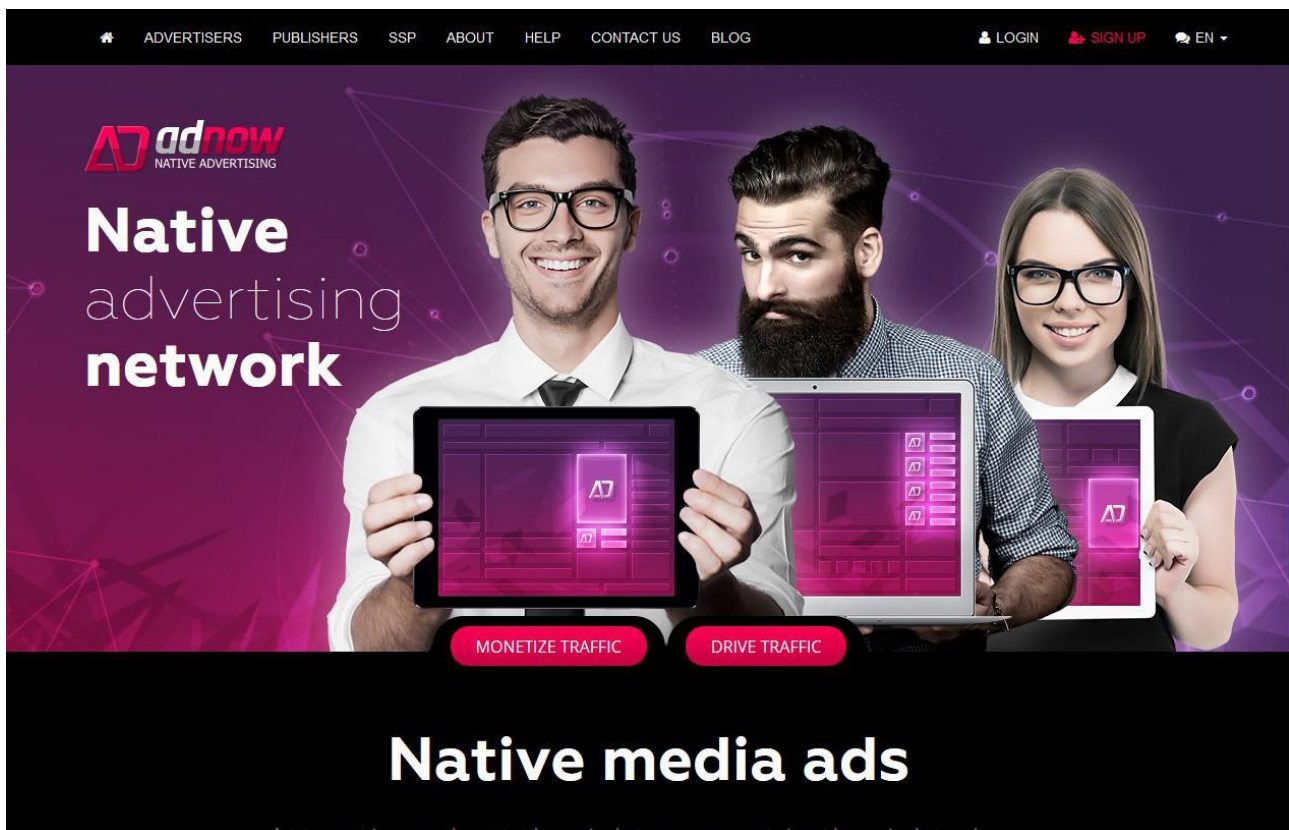
REVENUE PERFORMANCE BLUE BOOK #1 NETWORK BEST CPA NETWORKS WORLDWIDE 2017

Recent Press Coverage: FOX NEWS NBC NEWS abc NEWS YAHOO! FINANCE THE WALL STREET JOURNAL

Performance Exchange for Advertisers Get Customers

Performance Exchange for Affiliates Get Campaigns

Number 9: [Adnow](#)



The banner for Adnow features three people (two men and one woman) holding tablets displaying the Adnow logo. The text "Native advertising network" is on the left. The Adnow logo is in the top left corner. The bottom of the banner has two buttons: "MONETIZE TRAFFIC" and "DRIVE TRAFFIC". Below the banner, the text "Native media ads" is displayed.


adnow NATIVE ADVERTISING


Native advertising network

MONETIZE TRAFFIC DRIVE TRAFFIC


Native media ads

Number 10: [Affinity](#)

[New M-CANVAS](#)[ADVERTISERS](#)[PUBLISHERS](#)[ABOUT US](#)[INSIGHTS](#)[GET STARTED](#)[LOGIN](#)



storytelling ads for millenials




ADVERTISERS

Find New Customers

Set up cross device branding and performance campaigns to engage users and convert them into paying customers.

[Read More >](#)




PUBLISHERS

Add New Revenue Streams

Add value to your website and earn money at the same time by displaying ads that your visitors actually want to see.

[Read More >](#)




Discover MOBILE

Engaging Rich Ad Experience

The new ad unit provides a canvas for brands to create immersive story telling experiences to communicate with today's "connected generation".

[Read More >](#)



October 12, 2016

