

# STATIC BANNER ADS

## STANDARD SIZES

We design and accept static banners in the following sizes. A full set of all standard sizes is required.

### WIDE SKYSCRAPER

#### Image Size

160 x 600 pixels  
JPG File

#### Maximum File Size

110KB

Display



### MEDIUM RECTANGLE

#### Image Size

300 x 250 pixels  
JPG File

#### Maximum File Size

110KB

Mobile & Display



### WIDE BANNER

#### Image Size

320 x 50 pixels  
JPG File

#### Maximum File Size

50KB

Mobile



### LEADERBOARD

#### Image Size

728 x 90 pixels  
JPG File

#### Maximum File Size

110KB

Mobile & Display



## BEST PRACTICES

- **Include CTA** (i.e. "Learn More", "Save Now", "See More", "Get Coupon")
- **Prioritize most important messaging first to make best use of the limited available space.**