

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

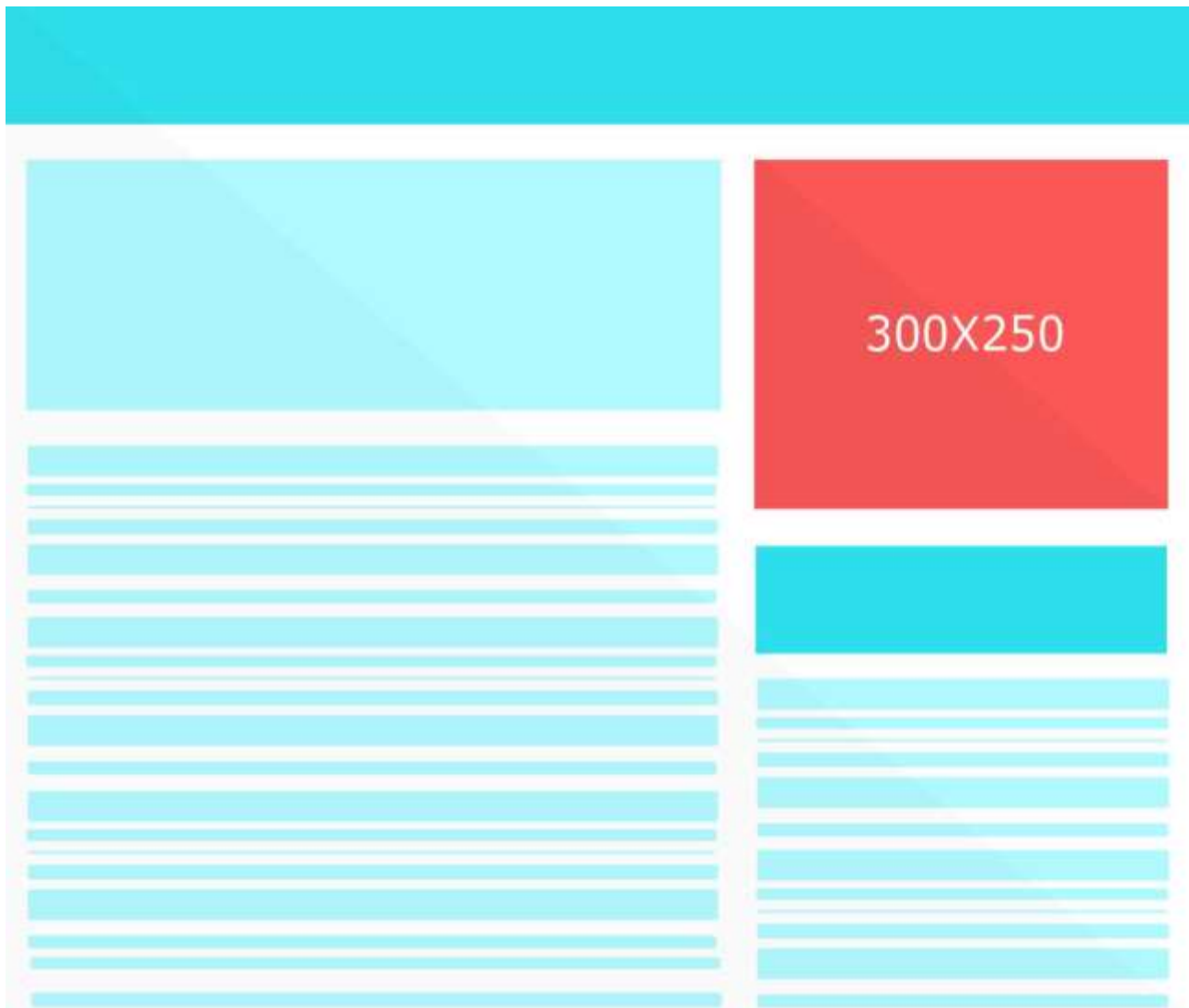
All these banner sizes are in pixels:

- **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

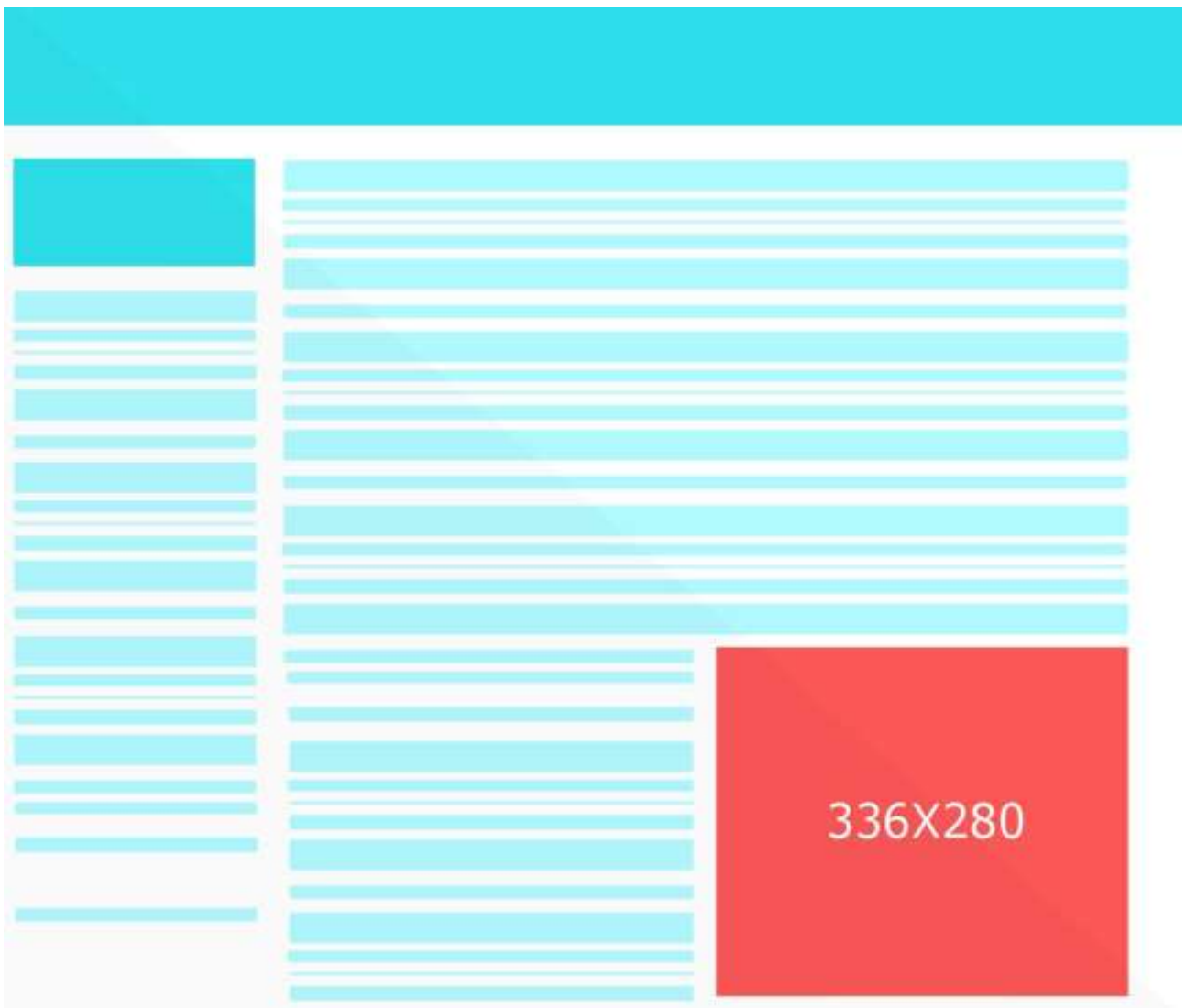
Below I've outlined the top 4 performing banner sizes in a displayed image to reflect on the best places to interact with your visitors.

Number 1: 300 x 250 – Inline Rectangle



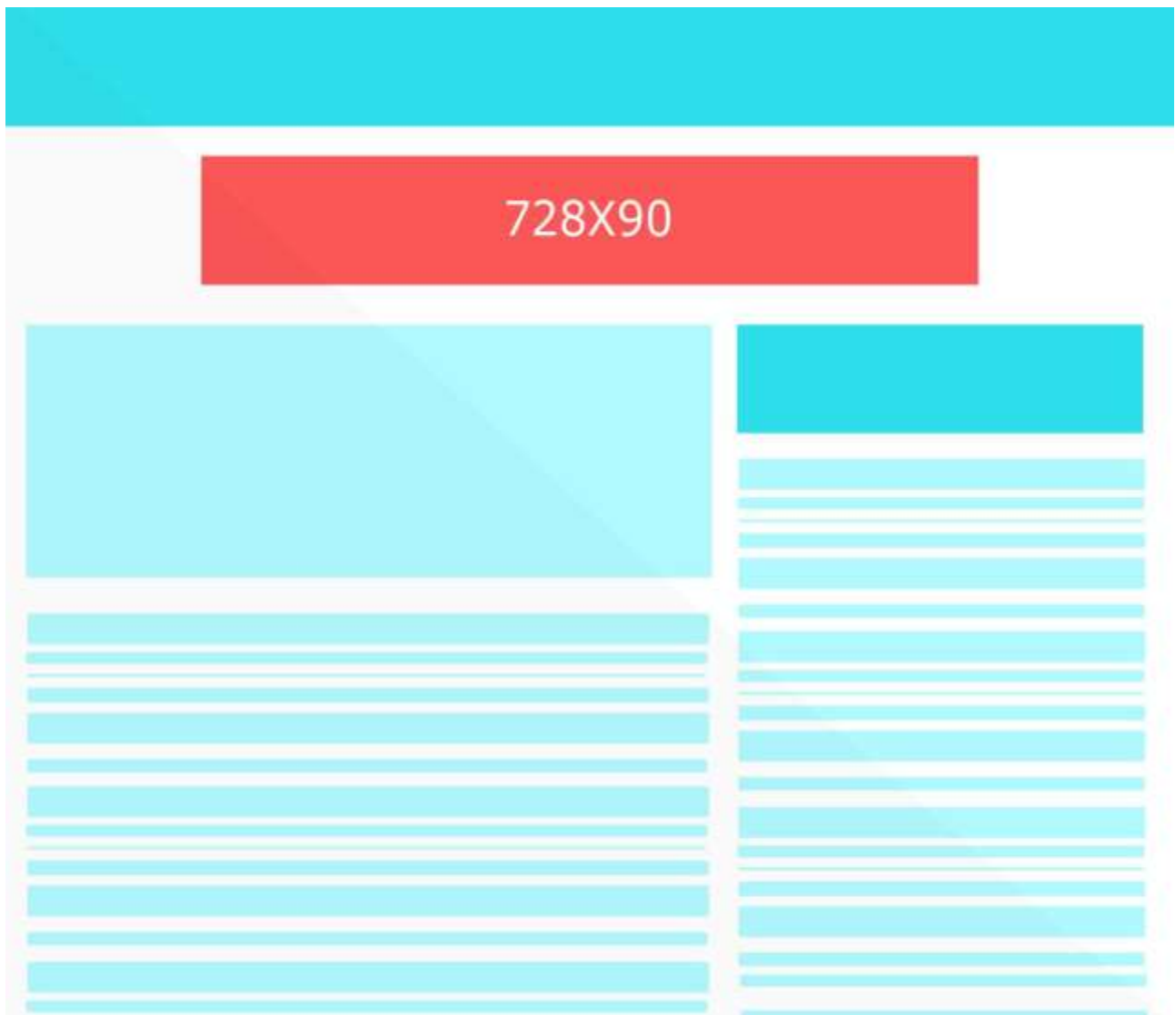
This is the 300x350 Inline Rectangle banner. It best plays its part at the top right-hand corner of any page, just below the header. Alternately, this can be displayed on the left-hand side of the page within the same position.

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.

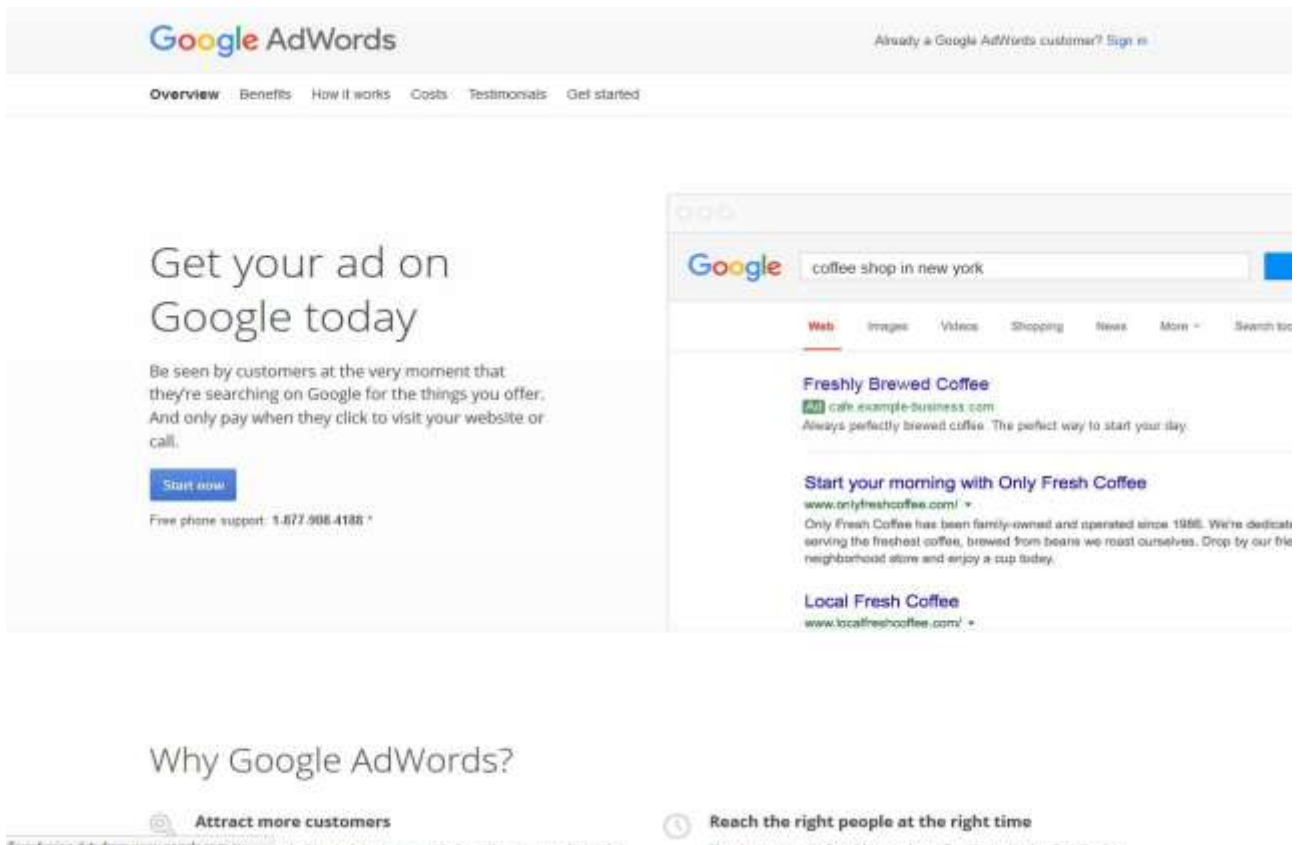
Feature more... it's vital to ensure your advertisements are significant, powerful and most of all memorable with the goal that your visitors will click your promotion, or even bookmark your website for a later date.

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 is a screenshot of the Google AdWords website. At the top, the Google AdWords logo is visible on the left, and a link for 'Already a Google AdWords customer? Sign in' is on the right. Below the logo is a navigation menu with links for 'Overview', 'Benefits', 'How it works', 'Costs', 'Testimonials', and 'Get started'. The main content area features a large heading 'Get your ad on Google today' and a sub-heading '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.' A blue 'Start now' button is present, along with the text 'Free phone support: 1-877-908-4188*'. To the right, there is a search results preview for 'coffee shop in new york'. The search results show the Google logo, the search query, and several ad listings: 'Freshly Brewed Coffee' from 'cafe.example-business.com', 'Start your morning with Only Fresh Coffee' from 'www.onlyfreshcoffee.com!', and 'Local Fresh Coffee' from 'www.localfreshcoffee.com!'. At the bottom, there is a section titled 'Why Google AdWords?' with two icons: a target icon for 'Attract more customers' and a clock icon for 'Reach the right people at the right time'.

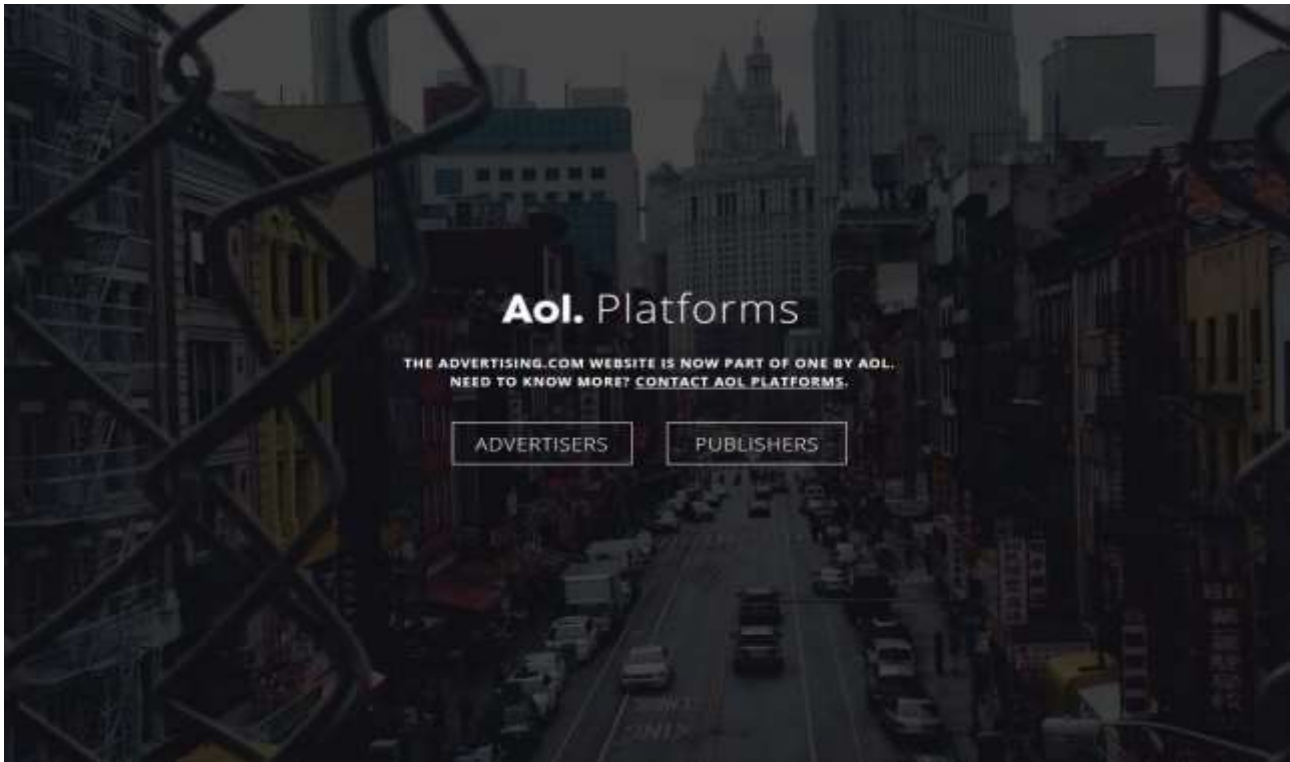
Number 2: [Bing Ads Network](#)

The screenshot shows the Bing Ads Network landing page. At the top left, there is a navigation menu with links for "Benefits", "Cost", "Testimonials", "Preview", and "FAQ". To the right of the menu are two buttons: "Sign up now" and "Sign In". The main content area features a large image of a woman smiling. The headline reads "Millions are searching. Make sure they find you." Below this, a sub-headline states: "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" A prominent green button labeled "Sign up for Bing Ads" is positioned below the sub-headline. Further down, a smaller text line says "Have a question? Please call us at 877-635-3561." On the right side of the page, there is a green sidebar with the heading "Already use Bing Ads?". Below this heading, it prompts the user to "Enter your user name or email address to sign in." There is an input field for this purpose, followed by a "Next" button. At the bottom of the sidebar, there is a link for "Forgot your user name?". Below the main content area, a large banner reads "Powerful network. Powerful benefits." and features three circular images: a city skyline at night, a scenic landscape with a lake and mountains, and a woman in a retail store.

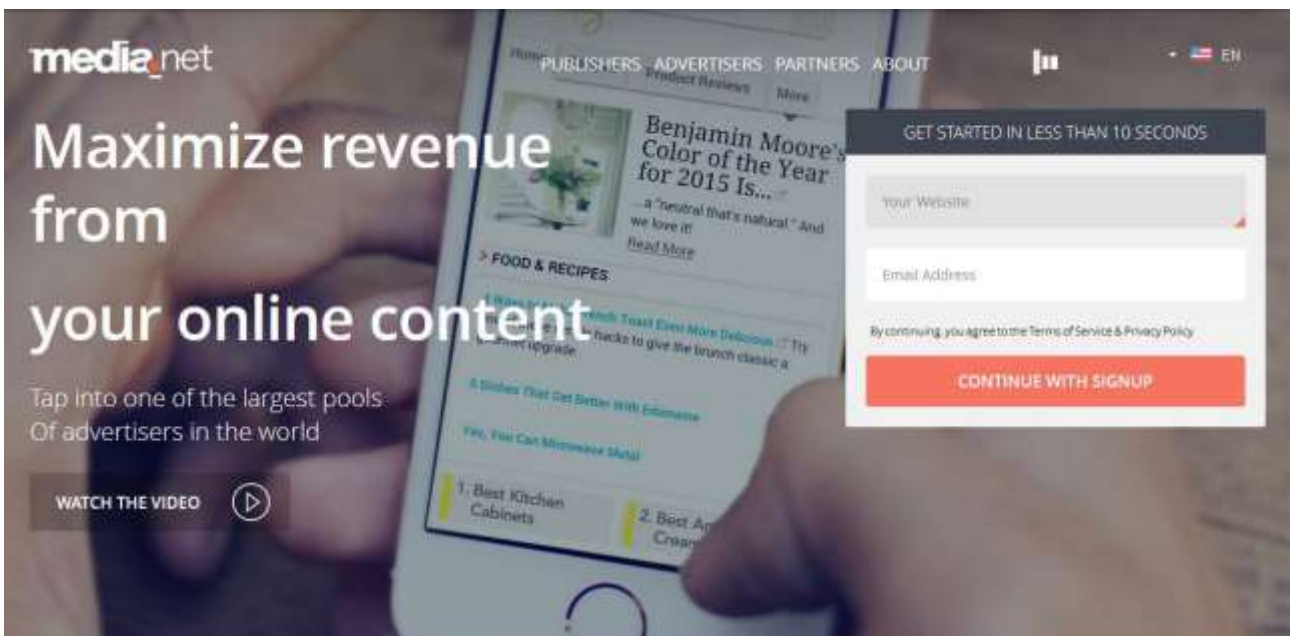
Number 3: [Facebook Business](#)

The screenshot shows the Facebook Business landing page. The top navigation bar is blue and contains the "facebook business" logo on the left, and "Search", "Resources", and "Support" on the right. Below the navigation bar, there are four menu items: "Marketing on Facebook", "Industries", "Inspiration", and "News". To the right of these items are two buttons: "Create an Advert" and "Create a Page". The main content area features a large image of a snowy mountain landscape. In the center of the image, there is a graphic of a Facebook logo and a red "Ad" icon. Below this graphic, the headline reads "Facebook adverts". Underneath the headline, a sub-headline states: "Advertising on Facebook makes it easy to find the right people, capture their attention and get results." A prominent blue button labeled "Create an Advert" is positioned at the bottom center of the main content area.

Number 4: Advertising.com (AOL Network)



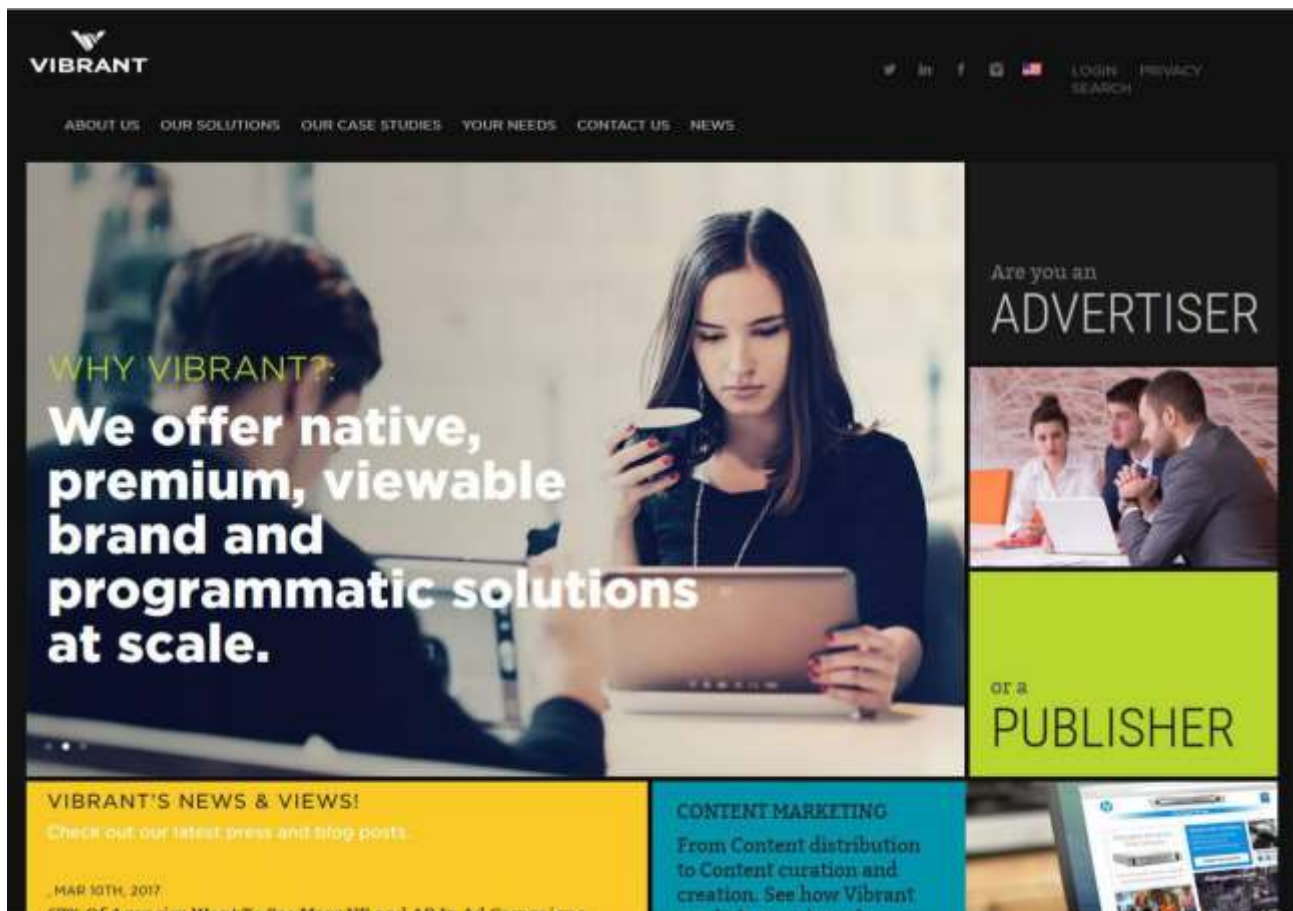
Number 5: Media.net



Number 6: [AdBuff](#)



Number 7: [VibrantMedia](#)



Number 8: [ClickBooth](#)

The banner for ClickBooth features a man in a blue jacket cheering with his arms raised. The text reads "THANK YOU FOR MAKING US YOUR NO.1 CPA NETWORK". A gold seal in the center says "#1 NETWORK BEST CPA NETWORKS WORLDWIDE 2017". Below the seal are four small circles, with the first one filled. At the bottom, it lists "Recent Press Coverage:" followed by logos for FOX NEWS, NBC NEWS, abc NEWS, YAHOO! FINANCE, and THE WALL STREET JOURNAL. The bottom section has two columns: "Performance Exchange for Advertisers" with a person icon and "Get Customers", and "Performance Exchange for Affiliates" with a person icon and "Get Campaigns".

Number 9: [Adnow](#)

The banner for Adnow features three people (two men and one woman) holding tablets displaying the Adnow interface. The text reads "Native advertising network" and "Native media ads". The Adnow logo is in the top left. The top navigation bar includes "ADVERTISERS", "PUBLISHERS", "SSP", "ABOUT", "HELP", "CONTACT US", "BLOG", "LOG IN", "SIGN UP", and "EN". Two buttons at the bottom of the image say "MONETIZE TRAFFIC" and "DRIVE TRAFFIC".

Number 10: [Affinity](#)



mCanvas

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.

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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 ->](#)