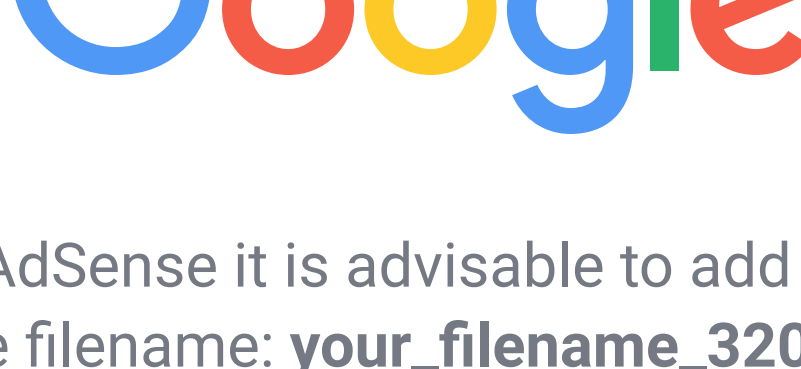


Google AdSense Sizes Cheat Sheet



When using Google AdSense it is advisable to add the image size at the end of the filename: **your_filename_320x100.jpg**.

This can help you track which ad sizes are proving most effective.

Top performing ad sizes



300 x 250
Medium Rectangle

Down, down, down.
Would the fall never come to an end? 'I wonder how many miles I've fallen by this time?' she said aloud. 'I must be getting somewhere near the centre of the earth. Let me see: that would be four thousand miles down, I think--' (for, you see, Alice had learnt several things of this sort in her lessons in the school.)

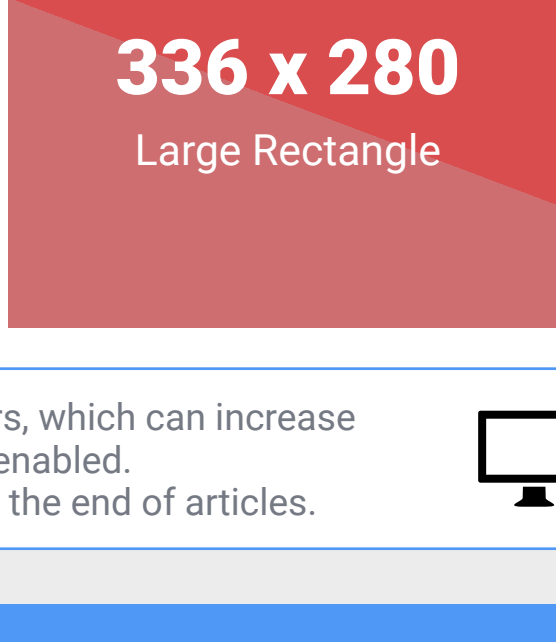
Alice was beginning to get very tired
of sitting by her sister on the bank, and of having nothing to do: once or twice she had peeped into the book her sister was reading, but it had no pictures or conversations in it, 'and what is the use of a book?' thought Alice 'without pictures or conversations?' So she was considering in her own mind (as well as she could, for the hot day made her feel very sleepy and stupid), whether the pleasure of making a daisy-chain would be worth the trouble of getting up and picking the daisies, when suddenly a White Rabbit with pink eyes ran close by her.

There was nothing so very remarkable
in that, nor did Alice think it so very much out of the way to hear the Rabbit say to itself, 'Oh dear! Oh dear! I shall be late!' (when she thought it over afterwards, it occurred to her that she ought to have wondered at this, but at the time it all seemed quite natural); but when the Rabbit actually took a watch out of its waistcoat-pocket, and looked at it, and then hurried on, Alice started to her feet, for it flashed across her mind that she had never before seen a rabbit with either a waistcoat-pocket, or a watch to take out of it, and burning with curiosity she ran across the field after it, and fortunately was just in time to see it pop down a large rabbit-hole under the hedge.

Alice was not a bit hurt,
and she jumped up on to her feet in a moment: she looked up, but it was all dark overhead; before her was another long passage, and the White Rabbit was still in sight, hurrying down it. There was not a moment to be lost: away went Alice like the wind, and was just in time to hear it say, as it turned a corner, 'Oh my! what a wonderful passage!'

Tends to have more ad inventory available from advertisers, which can increase earnings when both text and image ads are enabled.
Performs well when embedded within text content or at the end of articles.





336 x 280
Large Rectangle

Down, down, down.
Would the fall never come to an end? 'I wonder how many miles I've fallen by this time?' she said aloud. 'I must be getting somewhere near the centre of the earth. Let me see: that would be four thousand miles down, I think--' (for, you see, Alice had learnt several things of this sort in her lessons in the school.)

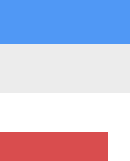
Alice was beginning to get very tired of sitting by her sister on the bank,
and of having nothing to do: once or twice she had peeped into the book her sister was reading, but it had no pictures or conversations in it, 'and what is the use of a book?' thought Alice 'without pictures or conversations?' So she was considering in her own mind (as well as she could, for the hot day made her feel very sleepy and stupid), whether the pleasure of making a daisy-chain would be worth the trouble of getting up and picking the daisies, when suddenly a White Rabbit with pink eyes ran close by her.


There was nothing so very remarkable in that, nor did Alice think it so very much out of the way to hear the Rabbit say to itself, 'Oh dear! Oh dear! I shall be late!' (when she thought it over afterwards, it occurred to her that she ought to have wondered at this, but at the time it all seemed quite natural); but when the Rabbit actually took a watch out of its waistcoat-pocket, and looked at it, and then hurried on, Alice started to her feet, for it flashed across her mind that she had never before seen a rabbit with either a waistcoat-pocket, or a watch to take out of it, and burning with curiosity she ran across the field after it, and fortunately was just in time to see it pop down a large rabbit-hole under the hedge.

In another moment down went Alice after it, never once considering how in the world she was to get out again.

The rabbit-hole went straight on like a tunnel for some way, and then dipped suddenly down, so suddenly that Alice had not a moment to think about stopping herself before she found herself falling down a very deep well.

Tends to have more ad inventory available from advertisers, which can increase earnings when both text and image ads are enabled.
Performs well when embedded within text content or at the end of articles.





728 x 90 Leaderboard

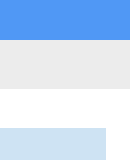
Alice was beginning to get very tired
of sitting by her sister on the bank, and of having nothing to do: once or twice she had peeped into the book her sister was reading, but it had no pictures or conversations in it, 'and what is the use of a book?' thought Alice 'without pictures or conversations?' So she was considering in her own mind (as well as she could, for the hot day made her feel very sleepy and stupid), whether the pleasure of making a daisy-chain would be worth the trouble of getting up and picking the daisies, when suddenly a White Rabbit with pink eyes ran close by her.

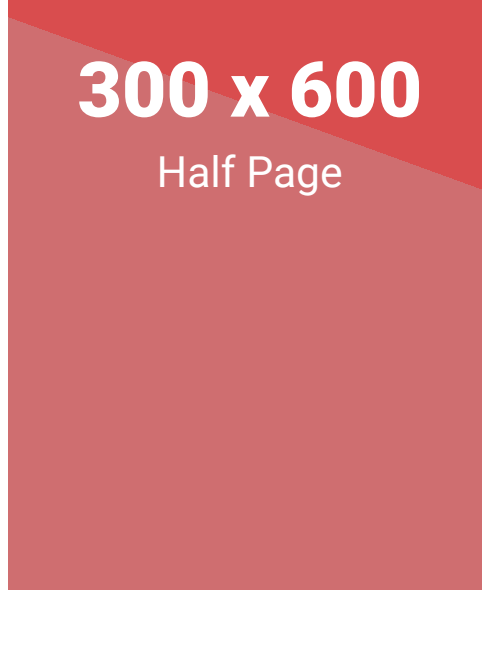
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Tends to have more ad inventory available from advertisers, which can increase earnings when both text and image ads are enabled.
Performs well if placed above main content, and on forum sites.





300 x 600
Half Page

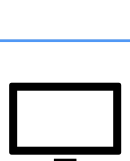
Alice was beginning to get very tired
of sitting by her sister on the bank, and of having nothing to do: once or twice she had peeped into the book her sister was reading, but it had no pictures or conversations in it, 'and what is the use of a book?' thought Alice 'without pictures or conversations?' So she was considering in her own mind (as well as she could, for the hot day made her feel very sleepy and stupid), whether the pleasure of making a daisy-chain would be worth the trouble of getting up and picking the daisies, when suddenly a White Rabbit with pink eyes ran close by her.

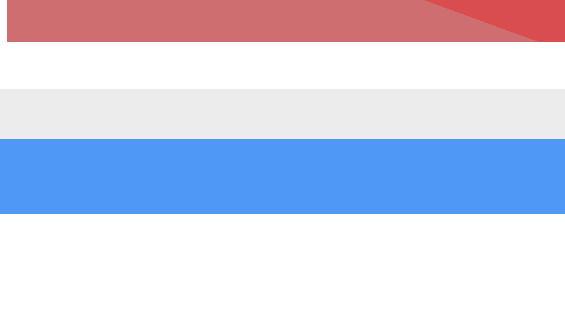
Down, down, down.
Would the fall never come to an end? 'I wonder how many miles I've fallen by this time?' she said aloud. 'I must be getting somewhere near the centre of the earth. Let me see: that would be four thousand miles down, I think--' (for, you see, Alice had learnt several things of this sort in her lessons in the school.)

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This format provides a larger space for advertisers to get their message across and can offer users rich engagement.
The 300x600 is one of the fastest growing sizes by impressions and is indicative of a trend where publishers are offering more visually impactful ad sizes that are preferred by brand advertisers.

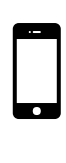




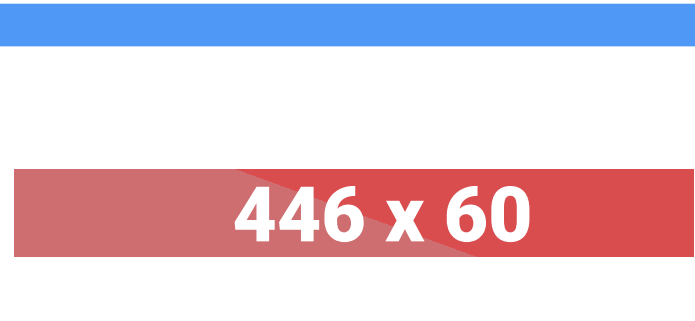

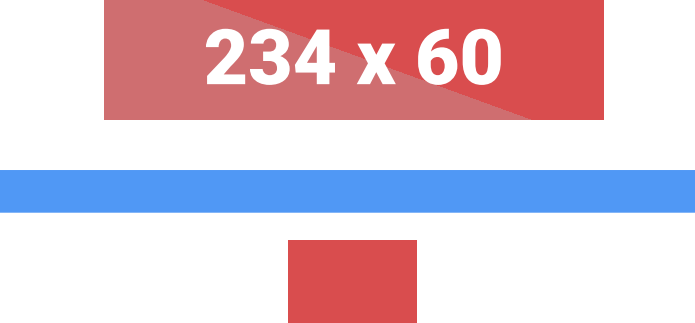
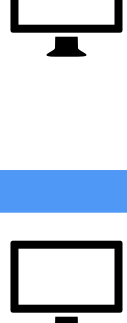
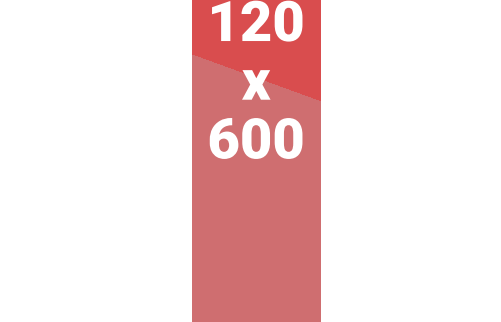


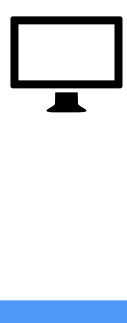






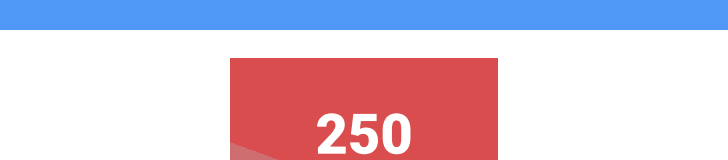

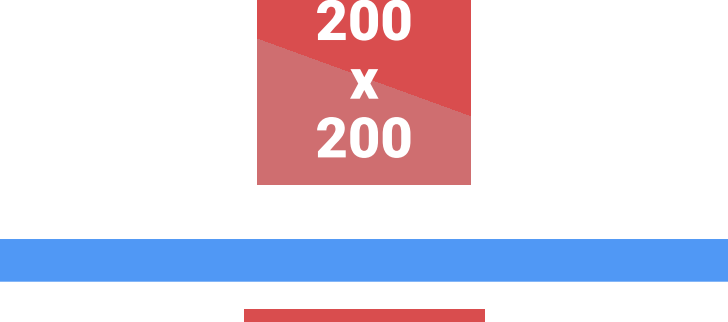

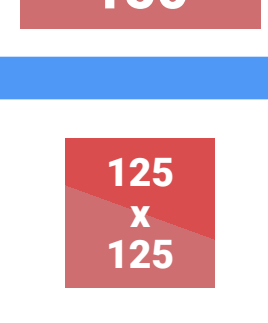





320 x 100

Alice was beginning to get very tired
of sitting by her sister on the bank, and of having nothing to do: once or twice she had peeped into the book her sister was reading, but it had no pictures or conversations in it, 'and what is the use of a book?' thought Alice 'without pictures or conversations?' So she was considering in her own mind (as well as she could, for the hot day made her feel very sleepy and stupid), whether the pleasure of making a daisy-chain would be worth the trouble of getting up and picking the daisies, when suddenly a White Rabbit with pink eyes ran close by her.

Large Mobile Banner
Can be used as an alternative to the 320x50 and the 300x250.
These ads offer advertisers twice the height of the standard "mobile leaderboard" or at the end of articles.



Other supported ad sizes

 <p>320 x 50</p>	<p>Mobile Leaderboard</p> <p>This format is a mobile-optimized banner. These ads have been shown to work well as a large smartphone ad format.</p> 
 <p>446 x 60</p>	<p>Banner</p> <p>This format can fit into smaller spaces that don't accommodate the 728x90 banner. The supply of available display ads for this size is generally limited, which may lead to sub-optimal ad performance.</p> 
 <p>234 x 60</p>	<p>Half Banner</p> <p>This format can fit into small spaces. Doesn't tend to perform as well - due to its small size and limited supply of slots.</p> 
 <p>120 x 600</p>	<p>Skyscraper</p> <p>This format can fit into narrower spaces that don't accommodate the 160x600 wide skyscraper. Doesn't tend to perform as well - due to its small size and limited supply of slots.</p> 
 <p>120 x 240</p>	<p>Vertical Banner</p> <p>This format can fit into small spaces. Doesn't tend to perform as well - due to its small size and limited supply of slots.</p> 
 <p>160 x 600</p>	<p>Wide Skyscraper</p> <p>Tends to have more ad inventory available from advertisers, which can increase earnings when both text and image ads are enabled. Best if used along sidebars of webpages.</p> 
 <p>300 x 1050</p>	<p>Portrait</p> <p>A brand-centric format that performs well when placed non-intrusively alongside content on the left or right side of the page. This format integrates well with the content and layout of most sites, and provides advertisers with the ability to create engaging, creative content within this ad unit. The supply of available display ads for this ad size is currently limited.</p> 
 <p>970 x 90</p>	<p>Large Leaderboard</p> <p>This ad format expands 970x415 while politely "pushing" all page elements downwards. This size is ideal to showcase High-Definition content such as videos, photos, animations, and applications.</p> 
 <p>970 x 250</p>	<p>Billboard</p> <p>A brand-centric format that performs well when placed in a premium position on the page, e.g., above the main content. While demand from advertisers for larger ad formats is on the rise, the supply of available display ads for this ad size is currently limited.</p> 
 <p>250 x 250</p>	<p>Square</p> <p>This format can fit into smaller spaces that don't accommodate the larger rectangles. The supply of available display ads for this ad size is currently limited.</p> 
 <p>200 x 200</p>	<p>Small Square</p> <p>This format can fit into smaller spaces that don't accommodate the larger rectangles. The supply of available display ads for this ad size is currently limited.</p> 
 <p>180 x 150</p>	<p>Small Rectangle</p> <p>This size doesn't tend to perform as well as others due to its small size and limited supply of available display ads.</p> 
<p>125 x 125</p>	<p>Button</p> <p>This size doesn't tend to perform as well as others due to its small size and limited supply of available display ads.</p>

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