

## Internet advertising standards

The below table relates to online advertising including traditional banner and skyscraper adverts, but also to incorporate new rich media products such as video within banners and expandable banners. IAB recommends that media owners, agencies and advertisers follow these recommendations to make the media creation and buying process easier. This aims to help drive growth of the formats and reduce confusion.

	Format Category	Format (WxH) (pixels)	Max File Size* (flash)	Audio Initiation	Max Animation Length	Controls (to skip ad)	Labeling and other items
In-page	<b>In-page units (universal sizes in bold)</b>	Banner: <b>728x90</b> ; 468x60	30KB	User initiated (on click)	15 secs	Not applicable	<ul style="list-style-type: none"> <li>· Label = "Advertisement"</li> <li>· Font = 16pt</li> </ul>
		Skyscraper: <b>160x600</b> ; 120x600					
Over-the-page	<b>Expandable units</b>	Square: <b>250x250</b> ; 200x200	30KB	User initiated (on click / mouseover)	15 secs	<ul style="list-style-type: none"> <li>· Control = "Close X"</li> <li>· Font = 16 pt</li> <li>· Location = on edge of original (non-expanded) unit</li> <li>· Feature = enable mouse-off retraction</li> </ul>	<ul style="list-style-type: none"> <li>· Label = "Advertisement"</li> <li>· Font = 16pt</li> </ul>
		Rectangle (h): <b>336x280</b> ; 300x250; 180x150					
		Rectangle (v): 240x400					
		Button: 180x150; 125x125					
		User-initiated expandable ads, initial size based on the above in-page units with expanded area decided by publisher					
<b>Floating units (overlays)</b>	Floating ads	Landing spot for floating ads	30KB	User initiated	15 secs	<ul style="list-style-type: none"> <li>· Control = "Close X"</li> <li>· Font = 16 pt</li> </ul>	<ul style="list-style-type: none"> <li>· Label = "Advertisement"</li> <li>· Font = 16pt</li> </ul>
	<b>Pop-up units</b>	Cannot be recommended					

NOTE: not all publishers carry all formats. \* initial file downloads only.

Adapted from IAB US