

Adsense Ad Formats Revised

When choosing adsense for your website one of the things you will need to know is the right ad format. Not all formats convert the same or even work on your site. The adsense ads are best dominated by testing and learning from trial and error. Ad formats depend on the placement on your website

The first format that you will want to take a look at is the famous leaderboard ad format with a 728 x 90 size. This is obviously a large ad format and therefore only suited for places where you have lots of space like the header or footer of your page. This is a very popular format with 4 ad units and it seems that it converts rather well on most sites

The Banner format is 468 X 60 in size and can be placed almost anywhere on the page. This format holds two ads nicely and can be used along the side or at the top of content attractively enough. The Half Banner is only 234 X 60 and allows you to place one ad anywhere you desire on your webpage. The Vertical Banner stacks the ads on top of each other and is 120 X 240 in size.

For small ads, place the Button ad format on your website. This format is a 125 X 125 square and holds a single AdSense ad. This can be the perfect showcase piece for an ad, especially when formatted with a background color.

If you want several ads, you might prefer the Sky Scraper format which is 120 X 600 in size. It can hold three or four ads easily and can be placed on either side of the website content. If you want more space, choose the Wide Sky Scraper format which is 160 X 600 in size and can readily hold five AdSense ads.

Several rectangle formats are used for in content display. The first one of them is the 180 x 150 pixels small rectangle holding one ad. The medium format holds 3 or 4 ads in a 300 x 250 pixels layout and the large rectangle ad unit is measuring 336 x 280 pixels for up to 4 ads. The second square rectangle measures 250 x 250 and can also hold video ads

If you use image-based Adsense ads, you can choose the Leader Board which you will find placed across the top of many websites. It measures 728 X 90. The Banner is a smaller ad that measure 468 X 60. The Sky Scraper and Wide Sky Scraper are also choices for use on the sides of a webpage. Or you can choose the Medium Rectangle format. All of these image ads hold a single image.

There are also various layouts for displaying Link Unit Adsense ads so that they will fit well into your website also. They can be stacked, lined up across the top or bottom and allow just as much variety as the text and image ads.

About the Author

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