



IAB Industry Standard Advertisement Size Examples:



IAB Leaderboard (728x90)



IAB Wide Skyscraper (160x600)



IAB Medium Rectangle (300x250)

Internet Advertising Bureau standard sizes for the three advertisements supported in our EDGEclick network include a 300 x 250 pixel medium rectangle advertisement, a 728 x 90 pixel leaderboard advertisement, and a 160 x 600 pixel wide skyscraper advertisement. Each advertisement takes up a similar amount of surface area.

