What are the most common and used standard banner ad sizes:

- Square – 250 x 250
- Small Square – 200 x 200
- Banner – 468 x 60
- Leaderboard – 728 x 90
- Inline Rectangle – 300 x 250
- Large Rectangle – 336 x 280
- Skyscraper – 120 x 600
- Wide Skyscraper – 160 x 600
- Half-Page Ad – 300 x 600
- Large Leaderboard – 970 x 90

Top Performing Banner Ad Sizes

- **300×250 – Medium rectangle**
- **336×280 – Large rectangle**
- **728×90 – Leaderboard**
- **300×600 – Half page or large skyscraper**
- **320×50 – Mobile leaderboard**

5 Top Performing Banner Ad Sizes

When you're pouring money into Google Ads, it's critical to be aware of the banner ad sizes that generate the most amount of impressions, clicks, and sales.

Here are the most important stats about the top performing sizes.

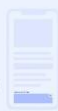## 1 MEDIUM RECTANGLE

0,13% CTR

40% FREQUENCY

300x250

2 LEADERBOARD

0,08% CTR

25% FREQUENCY

728x90

3 MOBILE LEADERBOARD

1,2% CTR

12% FREQUENCY

320x50

4 HALFPAGE

0,23% CTR

5% FREQUENCY

300x600

5 LARGE RECTANGLE

0,33% CTR

1% FREQUENCY

336x280

Not having a correct understanding of banner ad sizes is one of the biggest mistakes made in online marketing, one that could cost you a lot of money.

Use this infographic to get inspired for your next ad campaign!

According to Google, these are the most common ad sizes that you should take into consideration. On top of that, we made a list for you that mentions the top performing banner ad sizes so check them out:

Medium rectangle (300×250)

This type of banner ad is the most compact one out all of these options so it doesn't take up too much space on a web page. It performs well when it's embedded within text content or when it's placed at the end of an article. Because of the compact size, advertisers tend to favor it because it's convenient to display. At the same time, it's a good option when you're just getting started with display ads.
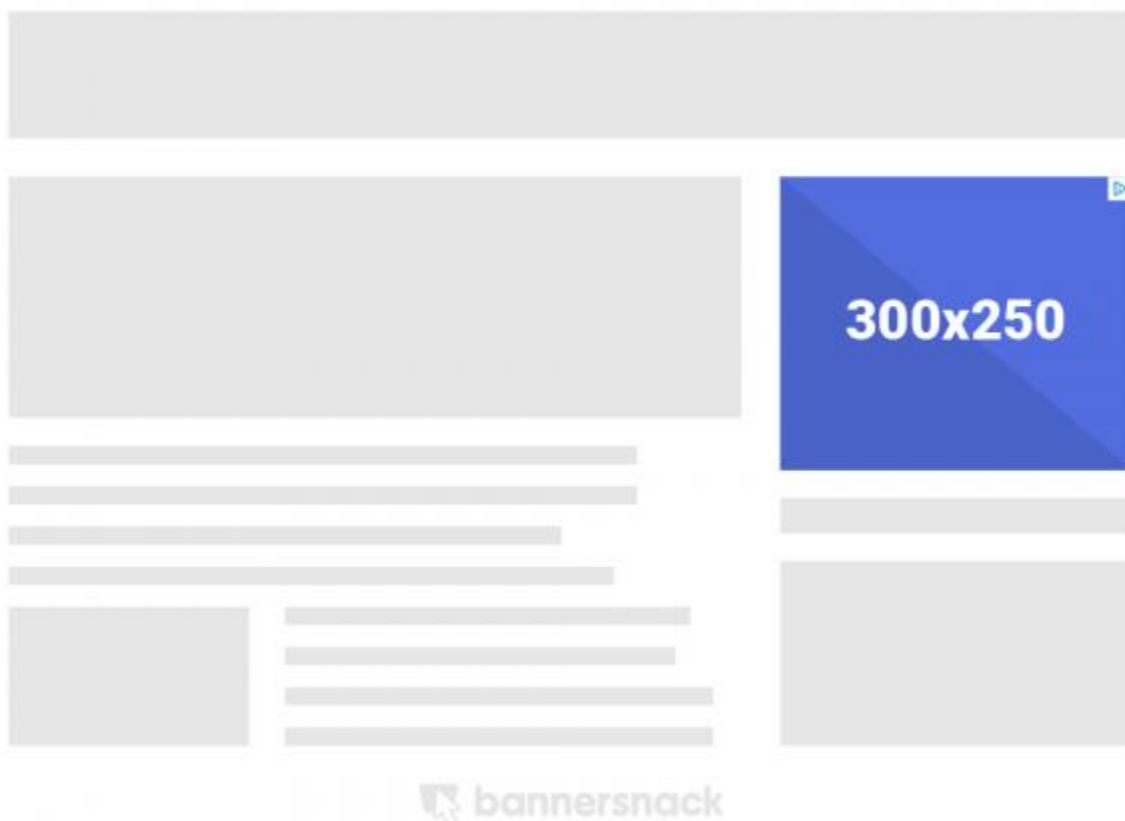
Large rectangle (336×280)

Even though this banner ad size doesn't get as many impressions as the first one, it's still a popular option for advertisers. Since it's similar to the medium rectangle, it performs best when it's placed within text content or at the end of a post. Because it's slightly bigger than the 300×250, it means that you will have more ad inventory.
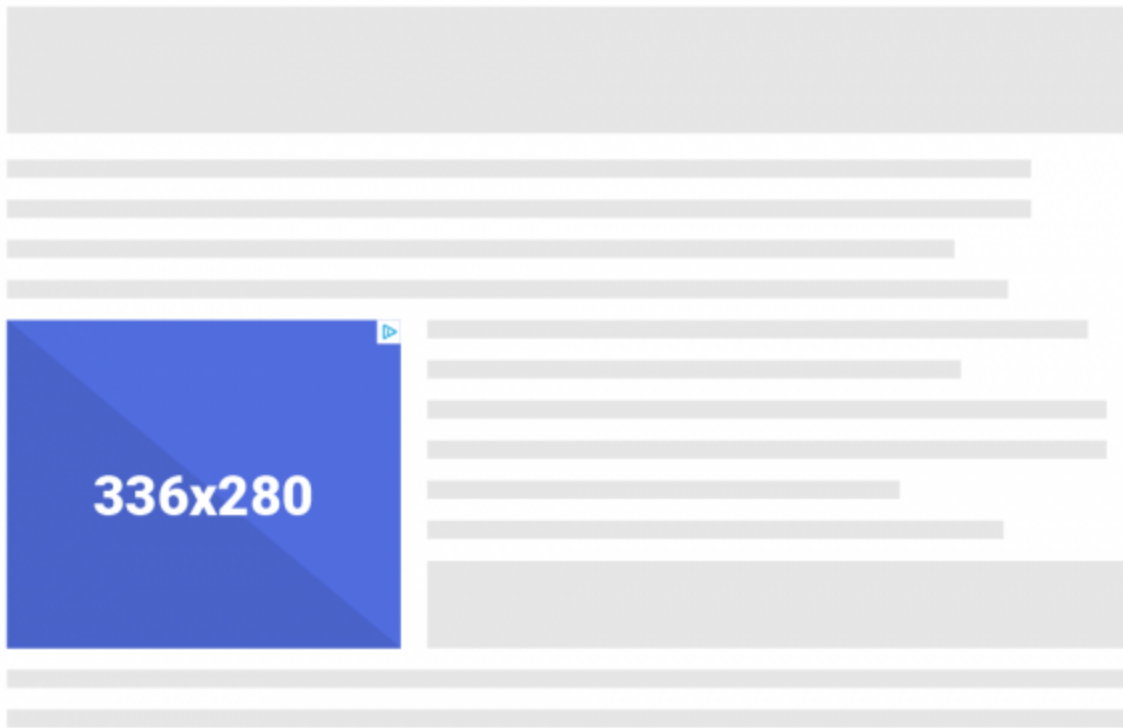
Leaderboard (728×90)

This type of banner ad is called like this because it's usually displayed noticeably at the top of a web page. If you want to get your ad in front of as many people as possible, then this is a good option to consider. Also, because you get more ad inventory, you can increase your earnings when text and image ads are enabled. Google advises using this banner ad size on forum sites.
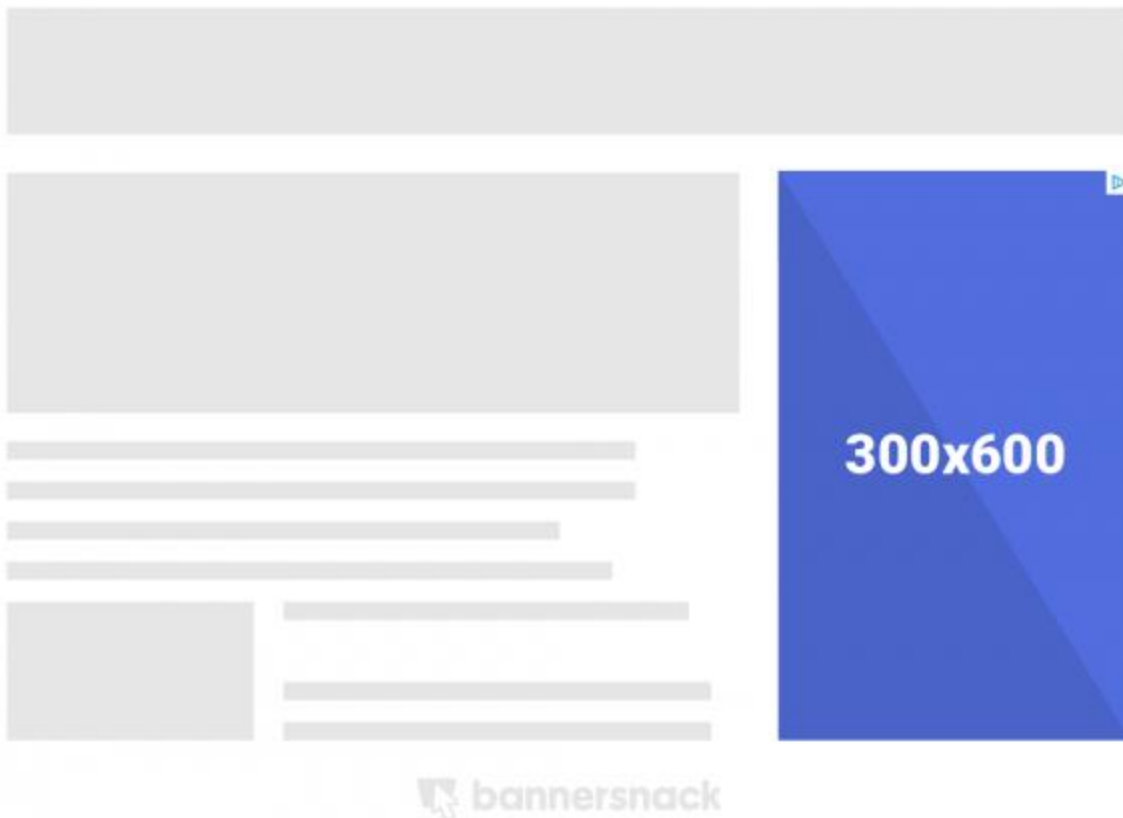
Start with this size

Half page or large skyscraper (300×600)

Despite its name, the size of this type of banner ad does not cover half of a page. However, it does take up the most amount of space compared to the other sizes. This means that, as an advertiser, you have a lot more elbow room to get your message noticed. But this comes with the pressure of needing to create stunning visuals that draw people in and getting them to click on your banner ad.

Start with this size

Mobile leaderboard (320×50)

As you can tell from the name, this ad format is optimized for mobile devices. Even though it's one of the smallest ad sizes available, it should definitely be used as a way to maximize impressions and improve CTRs on mobile.

Why Google Ads Dimensions Are Important

The dimensions of display ads have been developed for different purposes and use cases.

Essentially, the size of a banner ad can impact how a user sees it, or even if they notice it.

Despite the fact that the differences in sizes are not that major, they can make a huge difference in proving their effectiveness.

In the end, your goal is not just for people to see your ad, but rather to get them to click on it and then convert the leads into customers.

This is where banner ad sizes come in handy.

As an advertiser, you want to pick the right banner size ad so you can maximize your campaign reach.

Luckily, we can give you a starting point in this article. This means that you will be able to focus on creating visuals that can bring you results.

However, keep in mind that a specific banner size doesn't guarantee the success of an ad campaign but it's definitely something to start with.

Conclusion

These top-performing sizes represent only the first stepping stone in banner ad creation.

The other aspects you should consider are:

- **The copy you use on the banners;**
- **The colors;**
- **The CTA;**