

DISPLAY - STANDARD

What is display?

Display refers to the advertising banners that you would see on a website.

Display can include text, images, video and audio.

What format is display?

Display can be static (jpg/png), or animated (gif/html5).

DISPLAY ASSET	DIMENSIONS W X H (px)	COMPATIBILITY
LEADERBOARD	728 x 90	Desktop and tablets
HALF PAGE	300 x 600	Desktop and tablets
BILLBOARD	970 x 250	Desktop only
MREC (Med Rectangle)	300 x 250	Desktop, tablets, mobile
MOBILE BANNER	320 x 50	Mobile only

