

## Free AdSense ad formatting guide

AdSense ads come in a variety of formats and the way they are presented on screen in your AdSense control panel makes them difficult to work with.

This page shows you the essential facts about each format on a single side of paper. It will be updated when any new announcements are made by Google.

## AdSense ad formats

Name	Size in pixels: w x h	Number of ads	Formats
Leaderboard	728 x 90	Text 4, Image 1	Text and Image
Banner	468 x 60	Text 2, Image 1	Text and Image
Half Banner	234 x 60	Text 1	Text
Button	125 x 125	Text 1	Text
Skyscraper	120 x 600	Text 4, Image 1	Text and Image
Wide Skyscraper	160 x 600	Text 5	Text
Vertical Banner	120 x 240	Text 2	Text
Medium Rectangle	300 x 250	Text 4, Image 1	Text and Image
Large Rectangle	336 x 280	Text 4	Text
Square	250 x 250	Text 3	Text
Small Rectangle	180 x 150	Text 1	Text

## Ad format tip

Selecting formats with image options might restrict the range of ads your visitor sees and cut down on your click through rates.

## WebSearch formats and tips

- Logo is restricted to 50 x 50 pixels. File types JPG, GIF, PNG.
- Don't forget that you can set a URL for your logo image link too.
- Select the default as "search your site" if you think most searches will not find a match because the hasty searcher will forget to de-select your site and will often see only AdSense ads in the results and no page links => more AdSense clicks.

## Ad colors and tips

- You can change Border, Background, Title, Text and URL colors.
- Making your ads look like your normal web copy can increase click through rates.

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### Example



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