

Website Ads

Avg Performance by Position

Size	Avg Monthly Impressions	Avg CTR	Size	Avg Monthly Impressions	Avg CTR
728x90 Leaderboard	136,000	.15%	300x250 Block	546,000	.12%
320x50 Mobile Leaderboard	112,900	.43%	Mobile Header	107,000	.3%
Skyscraper	99,000	.17%	Pushdown	59,000	.05%

Quick Specs

Position	Size	Device	Notes
Leaderboard Mobile Floater	728x90 320x50	Desktop Mobile	Mobile floater always in view at bottom of screen on mobile.
Skyscraper	160x600	Desktop	Always in view on desktop
Page Pushdown	728x250	Desktop	
Desktop Crawler*	728x90	Desktop	Always in view on desktop
Mobile Header	300x250	Mobile	Appears at the top of the page on mobile.
Block Ad	300x250	Desktop & mobile	
In-Content*	300x250	Desktop & mobile	Appears within the
Keyword highlighting*	n/a	Desktop & mobile	all instances of keyword are highlighted and linked to a site/page of clients' choice