Internet Advertising Format Information and Links

The Internet Advertising Bureau (IAB) specifies a number of standard size formats.

Go to this site and click on “View IMU” after one of the size formats. Register (you might want to say “No” to “Keep me informed about the industry”) and then you can see an example of each banner ad format.

http://www.iab.net/standards/adunits.asp

Interactive Marketing Units

Rectangles and Pop-Ups
- 300 x 250 IMU - (Medium Rectangle)  View IMU
- 250 x 250 IMU - (Square Pop-Up)    View IMU
- 240 x 400 IMU - (Vertical Rectangle) View IMU
- 336 x 280 IMU - (Large Rectangle)  View IMU
- 180 x 150 IMU - (Rectangle)        View IMU

Banners and Buttons
- 468 x 60 IMU - (Full Banner)       View IMU
- 234 x 60 IMU - (Half Banner)       View IMU
- 88 x 31 IMU - (Micro Bar)          View IMU
- 120 x 90 IMU - (Button 1)          View IMU
- 120 x 60 IMU - (Button 2)          View IMU
- 120 x 240 IMU - (Vertical Banner) View IMU
- 125 x 125 IMU - (Square Button)    View IMU

Skyscrapers
- 160 x 600 IMU - (Wide Skyscraper)  View IMU
- 120 x 600 IMU - (Skyscraper)       View IMU

INTERESTING LINKS

1. Serious Approaches to Banner Ads
   Classy Banner Ads
   http://www.reuter.net/bannerads/newindex.htm

   Banner Ad Museum
   http://www.banneradmuseum.com/Mission.html
   Click on “Flash Banners”

   Discover New Mexico Pop-Up Ads to promote tourism
   http://www.discovernewmexico.com/popups/

   Software to filter out banner and pop-up ads
   http://www.a1tech.com/

2. Taking a Critical Look At Banner Ads
   Suck.com Column: Banner Ads and internet advertising are dead because advertisers haven’t really experimented with different forms of banner ads and ignore the lessons from successful cases.
DAI 427 Digital Media 2: 2D Motion Graphics for Digital Media
Instructor: Jane Veeder <jveeder@sfsu.edu>

http://www.suck.com/daily/2001/04/24/

Satirical ones you’d like to see:
http://www.valleyofthegeeks.com/Features/BannerAds.html
http://www.valleyofthegeeks.com/Features/BannerAds2.html

Good satire on banner ads and the advertising industry:
http://www.chickenhead.com/bannertown/1.html

Adbusters Consciousness Raising Banners about Corporate Culture, etc.
http://www.adbusters.org/information/banners/

Wonderfully Subversive Artist Group Banner Ads for Organization and events such as Call In Sick Day. This is the group who pulled off the Barbie Liberation Organization event.
http://www.rtmark.com/bannerads.html

3. Constructive Use of Banner Ads

Variety of forms of icon/banner ad for How Stuff Works and links to daily question
http://www.howstuffworks.com/hsyw-logo-banner.htm
http://www.howstuffworks.com/daily-stuff.htm

Home Power Journal – locus for home power enthusiasts and companies. Banner ad as your business card in the bulletin board.

Banner ads for open source software. Concept: Running banner ads on your site to help an organization, charity, or other endeavor.
http://openprojects.nu/banner_ads.shtml

Plug Your Banner Into The Quotations Page for quote of the day, motivational messages, etc.
http://www.quotationspage.com/advertise.php3

Raise consciousness and enable contacts to help find missing children:

Spread Word About Service Grant for Volunteer work
http://www.taprootfoundation.org/about/promote.shtml

You can support the Comic Book Legal Defense Fund by placing their banner ads on your site
http://www.cbldf.org/ads-web.shtml

Government anti-Drug Campaign offers these banner ads to support their programs:
http://www.mediacampaign.org/mg/banners.html

Cognitive Tactics of Popup Ads
http://surfmind.com/musings/stories/2002/05/24/theCognitiveTacticsOfPopupAds.cfm

Banner Ads as a Medium of Exchange (i.e. like money)
http://www.nzads.net.nz/