What Are The Best Banner Ad Sizes To Use On GDN?
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What is Google Display Network (GDN)?

- Google Display Network is, or otherwise known as the GDN essentially that is showing banners to people who are reading articles on the website. So when you're reading your article, or just generally browsing around the web, what I'm talking about other banner ads that you see while perusing around on various publisher websites.

Ad unit size: 300x250

- It's also known as a medium rectangle or med rec if you're in the industry with the lingo and that is by far and away the most commonly used ad unit sizes which I would highly recommend you using your campaigns

Ad unit size: 728x90

- Otherwise known as the leaderboard and I'm sure if you've been you know reading any articles or you know noticing banner ad unit sizes around then you've no doubt experiences leaderboard placement

Ad unit size: 160x600

- Sort of long skinny one down the side of a page or it's not so skinny, but there is a smaller ad unit sizes of the 120x600 but we actually recommend the 160x600 it will give you more space and still will give you plenty of impressions as well.

Ad unit size: 300x50 for Mobile

- If you're running a mobile optimized campaign, then this is the recommended ad unit size to use for it.

Bonus Tip

- If you are testing different messaging and creative and design elements in your banners, I would do all your different variations in one ad unit size first. So take the 300x250 create all your variation that you want to test in just that one ad unit size.
- So you might even have up to 12 different variations of the 300x250 ad unit size with you know the different headlines and design etc. Roll those different banner ad unit sizes first and then once you've got the winning top two to three winners in that ad unit size, then roll that messaging and creative at into the other sizes that we have suggested On today's episode.
- And this will further conserve some of your costs. But also it will eliminate the variability of I guess ad unit size being a factoring click through rate and conversion rate, etc. So for a proper test, pick one of the ad unit sizes first roll them out in all their different variations. And then when you get the winners then you can roll out in some for the ad unit sizes.