

Standard Banner Ad Sizes Recommended by IAB

Industry standards have been established by the Interactive Advertising Bureau (IAB) to assist parties using internet or web-based advertising for banner ads on agent/broker sites. They include:

- 300 (width in pixels) x 250 (height in pixels) - Medium Rectangle
- 180 (width in pixels) x 150 (height in pixels) - Rectangle
- 160 (width in pixels) x 600 (height in pixels) - Wide Skyscraper
- 728 (width in pixels) x 90 (height in pixels) – Leaderboard

Other acceptable sizes beyond these four primary sizes are listed below.

Internet Advertising Board-Standard Ad Sizes
<p>Banners and Buttons</p> <p>468 x 60 - (Full Banner) 234 x 60 - (Half Banner) 88 x 31 - (Micro Bar) 120 x 90 - (Button 1) 120 x 60 - (Button 2) 120 x 240 - (Vertical Banner) 125 x 125 - (Square Button) 728 x 90 - (Leaderboard)</p> <p>Rectangles and Pop-Ups</p> <p>300 x 250 - (Medium Rectangle) 250 x 250 - (Square Pop-Up) 240 x 400 - (Vertical Rectangle) 336 x 280 - (Large Rectangle) 180 x 150 - (Rectangle) 300 x 100 - (3:1 Rectangle) 720 x 300 - (Pop-Under)</p> <p>Skyscrapers</p> <p>160 x 600 - (Wide Skyscraper) 120 x 600 - (Skyscraper) 300 x 600 - (Half Page Ad)</p>

Sample iStock Photo Samples

When designing banner ads using imagery, be mindful that stock photography typically carries copyright protections and fees to secure them for use in your promotional activities in various mediums. Should you consider using online stock photography, carefully read through the Terms of Use and fees sections, to understand the licensing rights associated with this material.

For illustrative purposes, MLSListings has provided a “sampling” of iStock photography related to the real estate industry that could be used in the REALTOR® Ratings program for banner ads.

