









## Guide to Google online ad formats

	Text ad	Local business ad	Image/Flash ad	Click-to-play video ad	In-video ad	Gadget ad
<b>What it is</b>	<p>A basic text-only ad with a headline, a visible URL, and two lines of ad text</p> 	<p>A location-focused ad associated with a business listing</p> 	<p>A static or animated graphical ad</p> 	<p>A static opening image, followed by a user-initiated video of up to two minutes in length</p> 	<p>A Flash overlay that appears within the bottom 20% of a video window</p> 	<p>A customized application delivering an experience similar to that of a website</p> 
<b>When to use it</b>	<p>You want to reach a large audience with a brief, pointed message.</p>	<p>You want to show a geographically relevant message to people when they're seeking information about a specific location.</p>	<p>You want to communicate a simple visual message.</p>	<p>You want to engage an audience with sight, sound, and motion, and track engagement before the click.</p>	<p>You want to reach people engaged with video content.</p>	<p>You want to start a conversation, share content, and provide an interactive experience.</p>
<b>Where you can use it</b>	<p>Google.com Search network Content network FeedBurner</p>	<p>Google Maps Google.com Search network Content network</p>	<p>Content network YouTube FeedBurner</p>	<p>Content network YouTube</p>	<p>Videos on the content network YouTube</p>	<p>Content network YouTube</p>
<b>Ad sizes</b>	<p>One size fits all ad units.</p>	<p>One size fits all ad units.</p>	<p>Banner: 468 x 60 Square: 250 x 250 Small square: 200 x 200 Leaderboard: 728 x 90 Large rectangle: 336 x 280 Medium rectangle: 300 x 250 Skyscraper: 120 x 600 Wide skyscraper: 160 x 600</p>	<p>Leaderboard: 728 x 90 Square: 250 x 250 Small square: 200 x 200 Large rectangle: 336 x 280 Medium rectangle: 300 x 250 Skyscraper: 120 x 600 Wide skyscraper: 160 x 600</p>	<p>480x70</p>	<p>Banner: 468 x 60 Square: 250 x 250 Small square: 200 x 200 Leaderboard: 728 x 90 Large rectangle: 336 x 280 Medium rectangle: 300 x 250 Skyscraper: 120 x 600 Wide skyscraper: 160 x 600</p>
<b>Metrics</b>	<p>Clicks Impressions Conversions Reach/frequency</p>	<p>Clicks Impressions Conversions Reach/frequency</p>	<p>Clicks Impressions Conversions Reach/frequency</p>	<p>Video plays Quartile reporting (% of video played) Clicks Impressions Conversions Reach/frequency</p>	<p>Video plays Quartile reporting (% of video played) Video skips Clicks Impressions Conversions</p>	<p>Interactions Mouse-overs Video plays Gadgets added to iGoogle Navigational clicks (within ad) Clicks Impressions Conversions Reach/frequency</p>