

Mobile App Banner Ad Size Guide

Ad Format	Dimensions (px)	Description
Banner	320 Å— 50	
Large Banner	320 Å— 100	
Medium Rectangle	300 Å— 250	
Full Banner	468 Å— 60	
Leaderboard	728 Å— 90	
Skyscraper	120 Å— 600	
Smart Banner (Adaptive)	Screen width Å— 32/50/90	