

Banner

The classic Online Advertising Form. First seen 1994 on <http://www.wired.com>.

Can have different forms, usually expressed in pixels. The most common sizes:

Fullbanner 486×60 pixels

Halfbanner 234×60 pixels

Button 120×90 pixels

Leaderboard 728×90 pixels

Standard sizes are defined by the Internet Advertising Bureau (<http://www.iab.com/pages.php?page=6>).

From:

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Last update: **2010/07/13 04:10**

