



European Online Standard Ad Package

Recommended by the European Interactive
Advertising Association and IAB Europe

30/10/03

Background

- EIAA members, AdLINK Internet Media AG, AOL Europe, IP-WEB.NET (part of the RTL Group), Lycos Europe, MSN International, Tiscali, T-Online International, Yahoo! Europe conducted a pan-European analysis of ad formats in current use, areas for improvement and areas of commonality.
- The analysis covered current formats and future strategies.
- Over a similar period IAB Europe held a consultation amongst its members with similar results enabling a joint approach to a solution.

Objectives

- Opportunity to deliver for the interactive advertising business: Make online as easy to plan, buy and create as TV, Print and Radio.
- Capitalise on nature of interactive media as only truly global advertising media by targeting a global solution whilst recognising the current characteristics of the European marketplace.

Recommendations

- Reduce number of formats
- Maximise creativity by adopting larger sizes
- Drive towards global consistency

European Online Standard Ad Package

The package includes the four formats contained in the IAB US Universal Ad Package as well as two of the most currently used ad formats across Europe, the 468 x 60 Traditional Banner and 120 x 600 Skyscraper.

- 468 x 60 Traditional Banner
- 120 x 600 Skyscraper
- 160 x 600 Wide Skyscraper
- 180 x 150 Rectangle
- 300 x 250 Medium Rectangle
- 728 x 90 Super Banner

European Online Standard Ad Package – Actual Sizes

468 x 60

Traditional Banner



120 x 600

Skyscraper



European Online Standard Ad Package – Actual Sizes



160 x 600
Wide Skyscraper



180 x 150
Rectangle

European Online Standard Ad Package – Actual Sizes



300 x 250
Medium Rectangle



728 x 90
Super Banner

Building European consistency

- All of these recommended formats are now in use in Europe, the newer larger formats being received well by advertisers.
- This ad package paves the way for global solutions whilst recognizing the diversity in the European marketplace.
- EIAA and IAB Europe members will lead the drive towards simplicity and consistency to reinforce the online offer for pan-European brands.