



Brand Builders

PC In-Page Brand Advertising Formats Suite
Ad Format Descriptions



@IABEurope



IAB Europe

www.iabeurope.eu



Introduction

IAB Europe has developed **Brand Builders, a suite of six recommended brand advertising formats** which offers a new branding environment to advertisers. The Brand Builders are part of IAB Europe's Brand Advertising Framework which aims to **drive brand investment into digital**.

Both static and dynamic (expandable) brand advertising formats are included in the suite to offer brand advertisers diversity in their campaigns:

Static Advertising Formats:

1. 300x600 Halfpage (static)
2. 728x90 + 160x600 Wallpaper (static)
3. 728x410 Landscape (static, new dimension, 16:9 compatible)

Dynamic Advertising Formats:

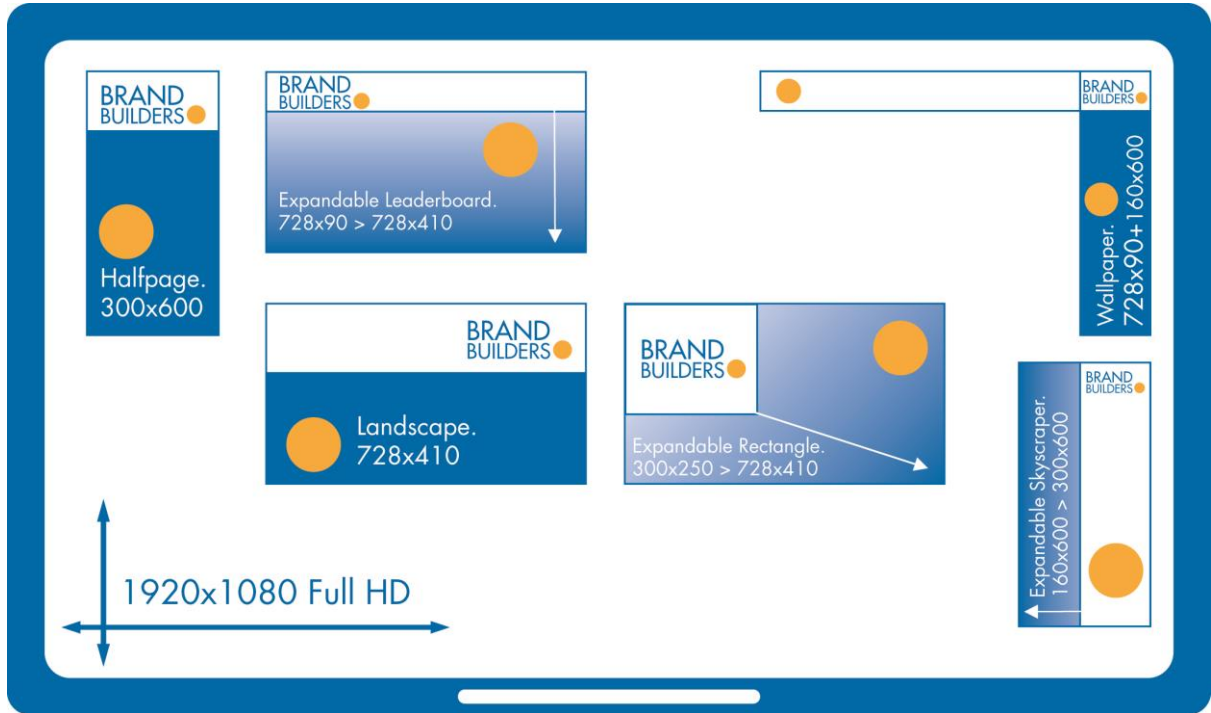
4. 300x250 → 728x410 Expandable Rectangle (float/slide 16:9)
5. 728x90 → 728x410 Expandable Leaderboard (float/slide, 16:9)
6. 160x600 → 300x600 Expandable Skyscraper (float/slide)

The **key benefits** of the Brand Builders can be summarised as follows:

- IAB Europe offers a new, recommended branding environment to advertisers while basing it on existing format practice in terms of dimensions and ad serving.
- The only format prescription within the suite is the pixel dimensions, the rest is a blank canvas giving flexibility to the advertiser/ creative agency.
- The suite includes formats that are both already popular and emerging across Europe so the dimensions are familiar to those involved in developing brand advertising.
- The suite includes both static *and* dynamic (expandable) brand advertising formats.
- We also offer a 16:9 TV compatible dimension (x410) with the aim of making brand advertising across TV and digital easier.
- By providing a 16:9 TV compatible dimension the suite is able to support in-page video advertising.

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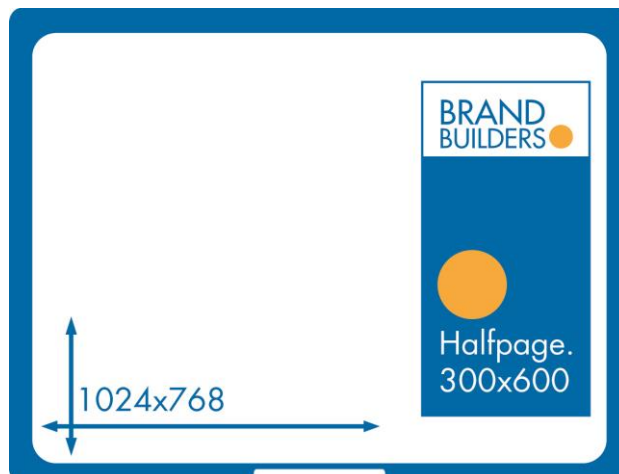
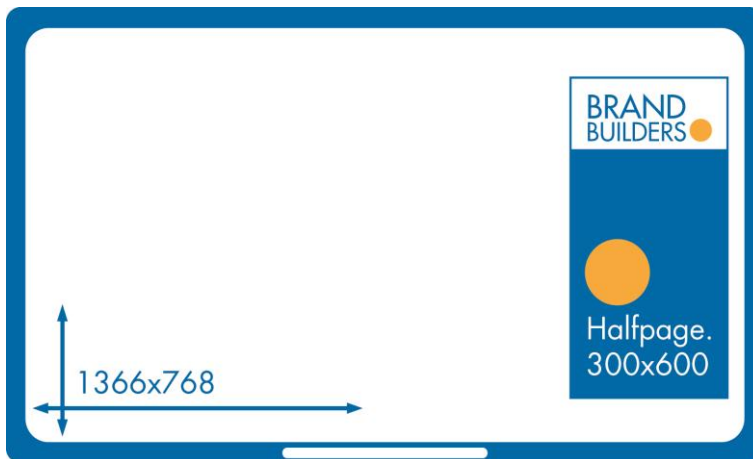
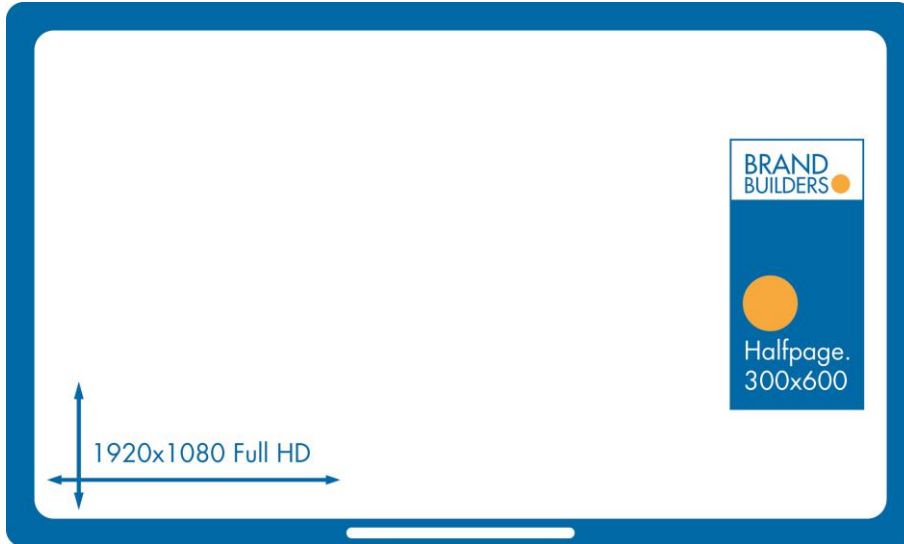
Brand Builders ad formats



Halfpage

Type: static

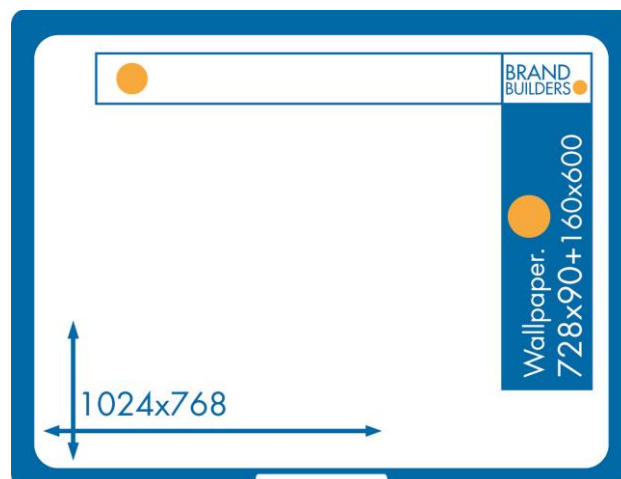
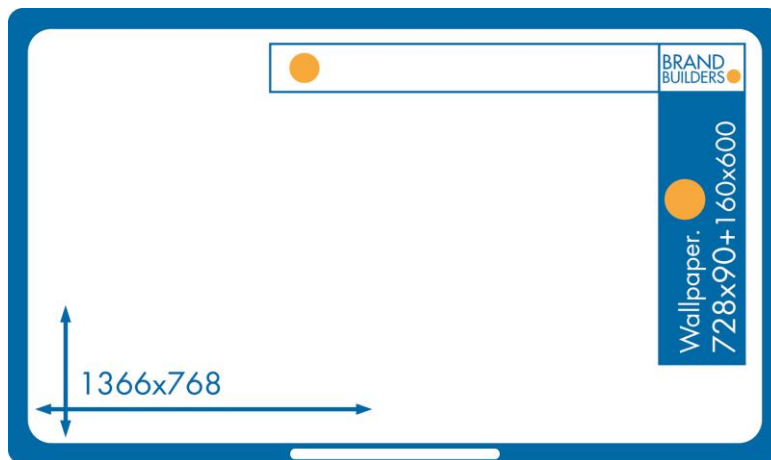
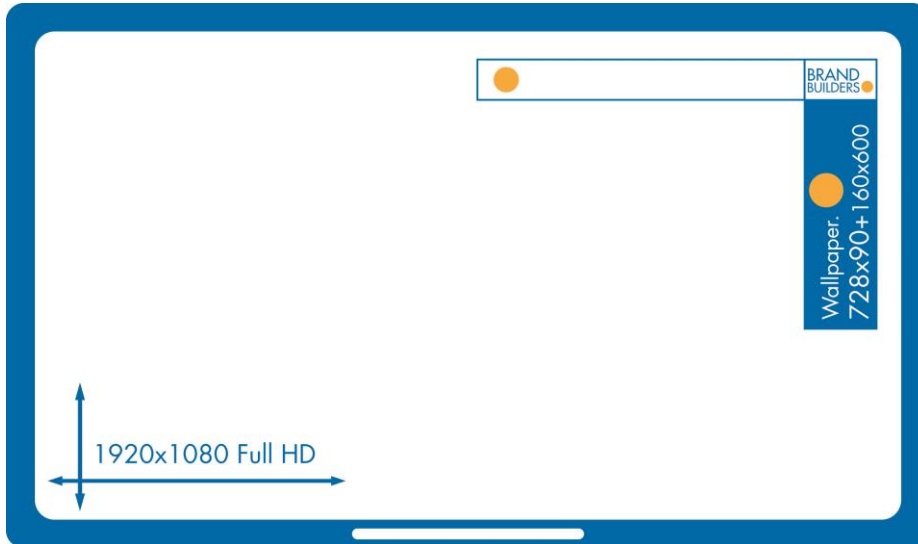
Dimension: 300x600



Wallpaper

Type: static

Dimension: 728x90 + 160x600

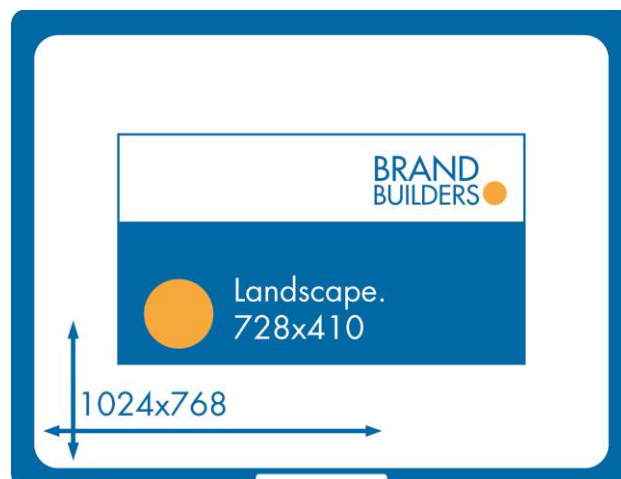
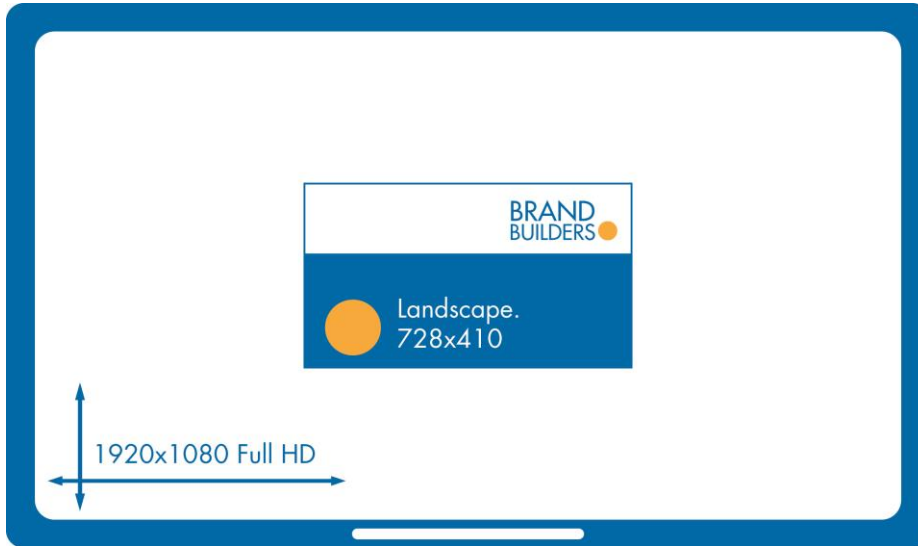


Landscape

Type: static

Dimension: 728x410

Comments: 16:9 aspect ratio

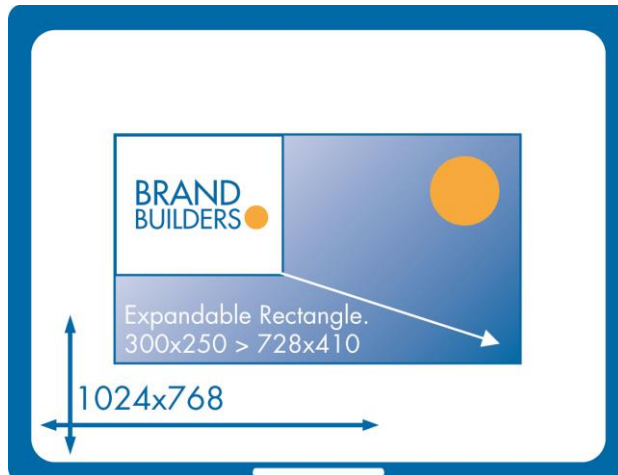
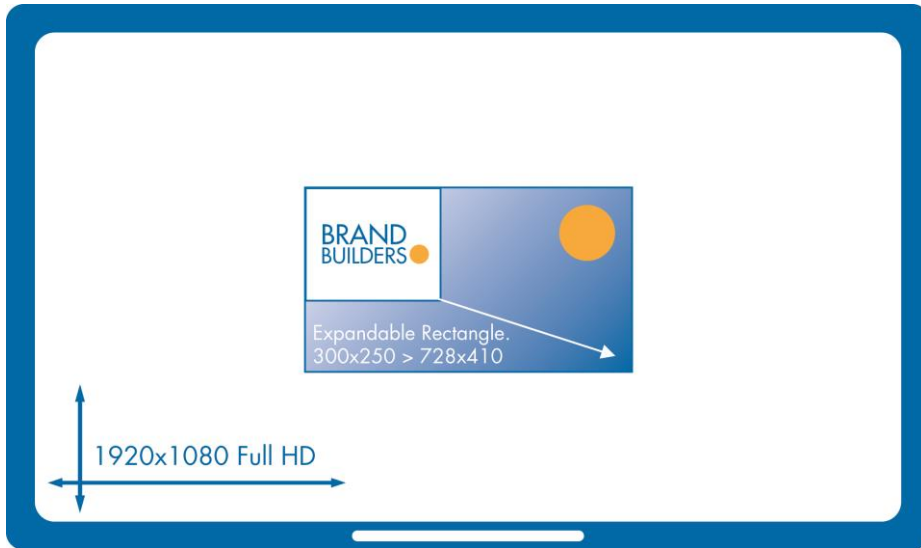


Expandable Rectangle

Type: dynamic

Dimension: 300x250 -> 728x410
(16:9 aspect ratio)

Comments: floating or sliding

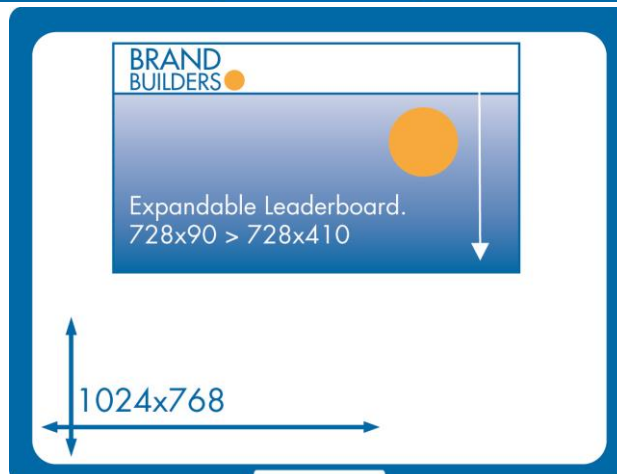
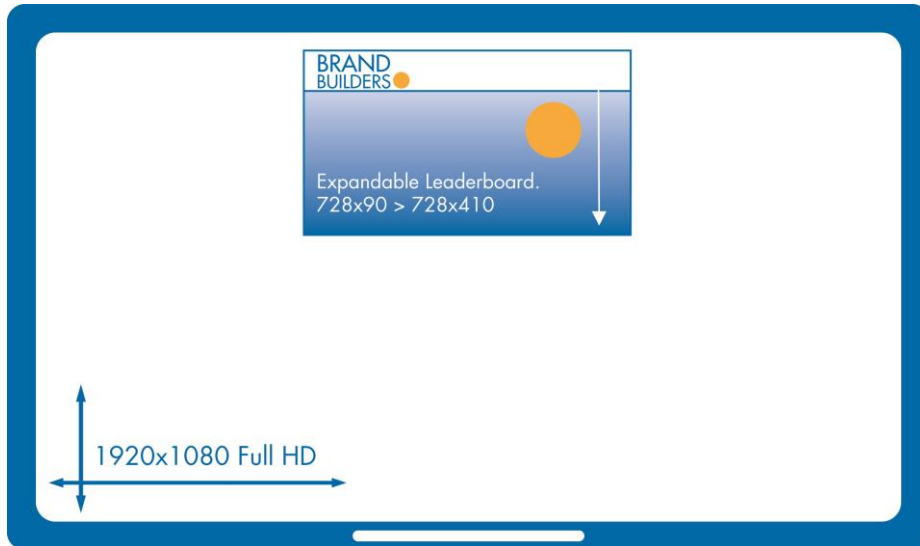


Expandable Leaderboard

Type: dynamic

Dimension: 728x90 ->
728x410 (16:9 aspect ratio)

Comments: floating or
sliding



Expandable Skyscraper

Type: dynamic

Dimension: 160x600 -> 300x600

Comments: floating or sliding

