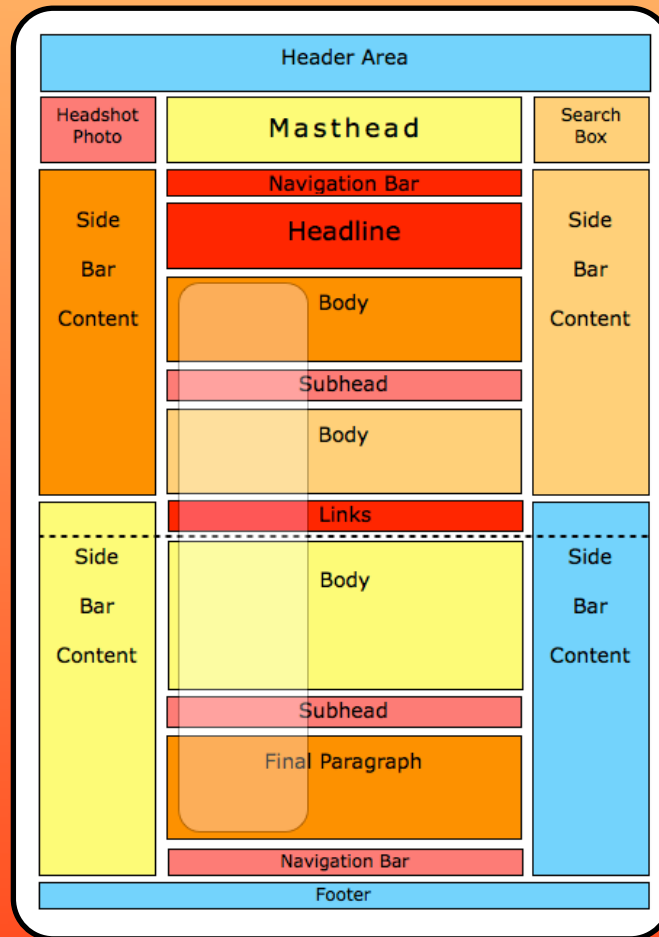


The Ultimate Heatmap!



**How to Triple Your
Advertising Revenues
Without Additional Traffic
by Michael Campbell**

The Ultimate Heatmap

Preface

The first question everyone asks... "Why is it free?"

Followed by... "Are you nuts?"

It's free because it's a gift. A deposit into the Bank of Karma. ;-)

Yes, I could have made a quick \$50,000 by telling my newsletter readers about it. Then, who knows how much over the years, from the affiliate sales force...

But I decided not to sell it. I choose to give it away instead.

This information is far too valuable to keep in the hands of a few. Everyone from graphic designers, to advertisers, to publishers with websites and blogs can benefit from it.

There's nothing good about hoarding information. When people approach life with scarcity and lack, that's what they get in return. When they approach life with abundance, its what they get in return.

There's also nothing good about hoarding money. When people are afraid to spend, and hang on to every penny, the whole world economy goes in the tank.

It is my hope, that everyone who receives this gift, will make more money. Hey... maybe I'm off my rocker, but if I help enough entrepreneurs and small business owners, maybe, just maybe, I can affect the world economy.

If everyone is making more money, they spend more money. And that is my goal, to keep the money circulating. When everyone is spending, consumer confidence is up, and everyone's doing good.

I'm not out to change the Universe. I'm just trying to give you and our planet a personal nudge. That's why I decided to gift this research to the world, that all may benefit, and be blessed with abundance.

Introduction

I overlaid hundreds of heatmaps, clickmaps, web usability studies, eye tracking reports and ad placement suggestions from the bigger ad networks. I then created 30 templates based on this data, and tracked the amount of ad revenue generated, depending on ad position.

The result of this research, is a definitive set of nine templates. You can double or triple your ad revenues, without any additional traffic, clicks, or page views, just by moving the ads to the hot spots. A highly fascinating and profitable experiment to say the least.

Of course your results will vary from mine. The type of market you're in, and the type of people who visit your sites, will affect your results. So I advise against overhauling your website, without testing first.

Think of these templates as a "best practices" or guidelines for ad placement. If anything, be sure to experiment with some of the layouts, on a few of your pages, because they could double, or triple the ad revenues, that you're making right now.

Don't have any advertising on your site? That's ok. The Ultimate Heatmap can be used draw attention to the most important areas of your site. It can have a dramatic effect on signups, donations, optins and conversions.

For graphic designers and advertising professionals, there's plenty for you here too. You'll discover important site layouts, standard ad sizes, and how to design more effective advertising.

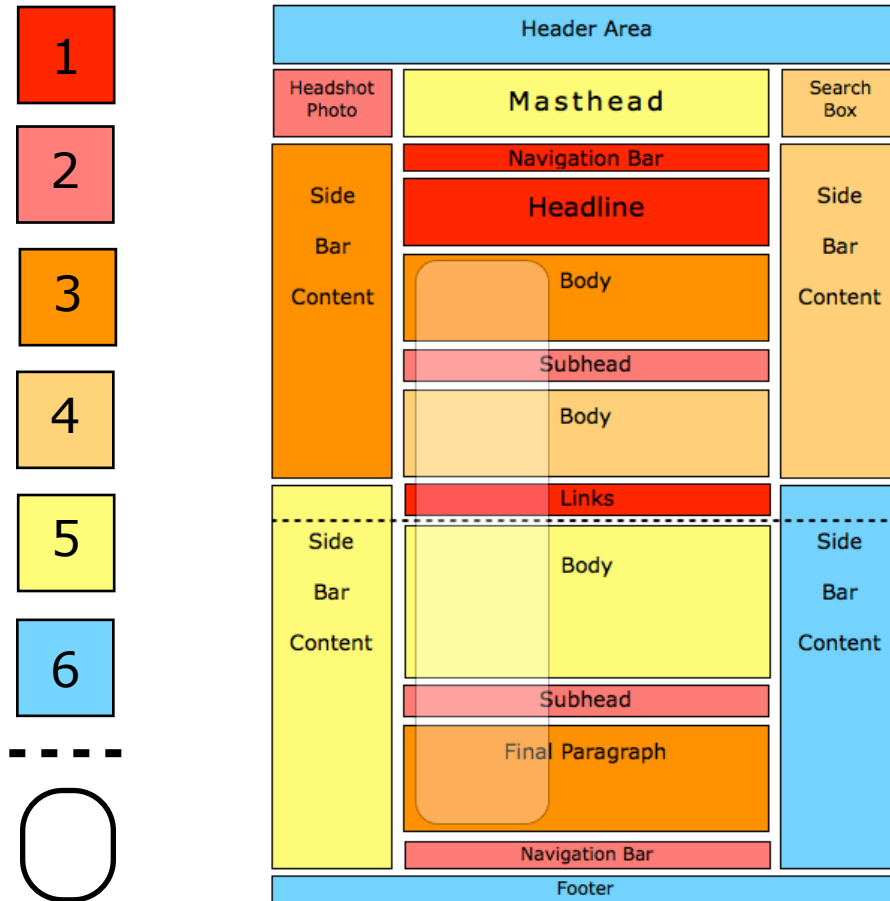
Finally, I'd like to thank the members of my Dynamic Media private site, for helping me with this research. Thank you for letting me use you, and some of your web properties as guinea pigs in my "mad scientist" research experiments.

Oh... one more thing. If you want the full size heatmaps to refer to while reading this report, you'll find them in Appendix B at the end.

I hope that you enjoy this report and profit like crazy because of it.

Michael Campbell

Keys to the Ultimate Heat Map



The hottest spots on any web page are shown in the keys above. Red 1's are the hottest areas, getting the most clicks and eye fixations. Blue 6's are the coolest being practically ignored, with almost no clicks.

The dashed line represents "above the fold." It is the prized area of the page that the viewer can see without scrolling. Everything above the fold is hotter than areas below the fold, with the exception of subheads, nav bars and the final paragraph.

The transparent oval is the lens. It is hotter left 1/3 of the body copy, that skimmers will read. It's the first four to five words of each paragraph. They must generate enough interest, that the reader will want to come back to the top, and read the whole article.

On the Ultimate Heat Map, you'll see the lens overlay, running down the left side entire body copy. Skimmers generally hit your site reading the headline, jumping to each subhead, then reading the final paragraph. If you catch their attention with any of those elements, they'll go back and reread the entire body.

Note About the Templates

There were over 30 templates to start with. There are nine "finalists" presented in this research. They can be used for blog posts or web pages.

The platform I used for publishing was Wordpress. The Wordpress theme I used was [Thesis](#), because of its large user community, SEO benefits, clean code and ease of use.

The nine winning templates are presented from least effective, to the most effective. Plus there's two pushing the limits of good taste, into the obvious MFA (Made for AdSense) style sites.

The 21 losing templates fell into two categories. Three column layouts and layouts with small "non-standard" ad units. We'll talk about both of those next.

Two Columns Instead of Three

After looking at hundreds of heatmaps and clickmaps, it's obvious that most people ignore the entire right column. The only thing people look for, in the upper right hand quadrant, is a search box.

By adding a masthead to the top, and a rail down either side, it's almost as if you're telling the reader, pay no attention to the sidebars, the important stuff is in the middle. By framing the content, you're helping the brain to ignore the ads and everything else in the sidebars.

Even though the area above the fold, in a three column layout, has a slightly warm right column, it only scores a four on the heat scale. Below the fold is a complete waste of space according to the heatmaps and clickmaps I studied. The tests confirmed it.

In tests with three column layouts going head to head with two column ones, with the exception of one ugly template, the two column ones

always generated more revenue. So based on my test results, I decided to scrap three column layouts altogether.

That's not to say you cannot use a three column layout if you want to. I just want you to be aware of the consequences. If anything, you could put a navigation bar in there, which would get attention, simply because any section with navigation gets looked at and clicked on.

Finally, the point of this research is to increase your ad revenues. A two column layout will do that, performing up to 300% better in some tests. So if you want to generate more revenue, go with two columns.

The first four - two column - templates I'll be reviewing, have the ad units on the right. Since the right side is much cooler than the left, ads placed to the right generated less revenue. The remaining templates have the ads displayed on the much hotter left side of the page.

If you're looking for a correlation in the three column Ultimate Heatmap and the two column templates, just lop off the column that's not in use. Then overlay the heatmap on top of the template to see where the hottest areas are, in terms of attention and clicks.

A Word About Standard Ad Sizes

These four ad sizes make up the IAB Universal Ad Package.

Leaderboard (728 x 90)

Medium Rectangle (300 x 250)

Small Rectangle (180 x 150)

Wide Skyscraper (160 x 600)

All compliant member publishers have agreed to support these sizes for internet advertising. This includes the likes of AdTech, Brightcove, CNN, Disney, Fox, Google Content Network, Reuters, Yahoo, YouTube and many others. You can visit the IAB.net site for a full list compliant publishers.

The IAB created these standards, "For the purposes of reducing the costs and inefficiencies associated with the planning, buying and creating online media." The guide list also suggests, "Keeping ads to under 40k in size, and animations under 15 seconds, including multiple loops."

* Note: For a full list of standard ad sizes, see Appendix A at the end.

As a product creator, or advertiser, you should make these ads first. By the time your product is ready for market, be sure you have several variations of these ads ready to use.

As a content publisher, or graphic designer, it means that your site layout must accommodate these ad sizes. Consider making your sidebars fit at least up to 180 pixel wide ads.

According to Google, the following ad units are the best performing sizes for AdSense. All three of them are part of the Universal Ad Package that I listed earlier.

Leaderboard (728 x 90)
Medium Rectangle (300 x 250)
Wide Skyscraper (160 x 600)

They get clicked on the most. So it's a good idea to have these sizes on your pages and posts. And not just for AdSense, use them for regular ads that sell any kind of physical, or digital products.

AdSense Tips

First off, the most important question. How many AdSense ads can you put on a single page, or post?

Google's answer at the time of this writing is, *"AdSense publishers may place up to three AdSense for content units on one webpage. You may also place a maximum of three link units and two search boxes on each webpage. However, keep in mind that placing the maximum number of allowed ad units on a page may result in it looking cluttered."*

What are invalid clicks? Google says, *"This includes, but is not limited to, clicks or impressions generated by a publisher clicking on his own ads, a publisher encouraging clicks on his ads, automated clicking tools or traffic sources, robots, or other deceptive software."*

"Some implementations that could lead to accidental clicks include, placing your ads in close proximity to Macromedia Flash games. Under pop-ups or download prompts. Near site navigation controls on your pages, such as drop-downs or menu links."

"We strongly recommend that you move any ad units that are in close proximity to interactive site features." How close? Recently Google stated, "Since each game and site are unique, we can't advise publishers on an exact distance between ads and games, but we do recommend a minimum distance of 150 pixels between the Flash player and ads."

"Please note that clicks on Google ads must result from genuine user interest, and any method that artificially generates clicks or impressions is strictly prohibited."

Google also suggests that you should, *"Blend ads in, but not too much that users don't see them. Borderless ads tend to work well, as does highlighting the link and URL."*

And this tidbit, *"Great ad positions include, above the fold of a page (the section of the page a user can see without scrolling), near the end of an article, or aligned with content."*

And this nugget. Be sure to commit it to memory. *"The highest paying ad we have for your site will be shown in the first ad unit that shows up in your HTML code." So be sure to test leaderboards vs medium rectangles as the first occurring ad unit."*

Finally, as part of their terms, Google wants to see the standard legal pages on your site, like terms and conditions, earnings disclaimer, compensation disclaimer, and most importantly, a privacy policy, disclosing to the reader, [how your site uses cookies](#) for advertising.

Now you could model your wording based on theirs, but I think its a better idea to have all the legal pages written by a real lawyer. And no, it won't cost an arm and a leg. You can get all the legal documents for your site in a single package called the [Legal Forms Generator](#).

Even if you don't use AdSense, networks like Clickbank specify in their terms that you must adhere to the FTC Guidelines. That means having these legal pages on your site is mandatory, not an option.

So get the legal forms generator, because the last thing you want, is to get sued for anything. It's just a part of doing business online. And you have to accept it.

Template A

Template A is the worst of the best. Number nine on our effectiveness list, out of over 30 tests.

It is the least obtrusive design. It minimizes distractions while maximizing revenues and readability.

You see this layout everywhere, especially with blogs. It usually happens when the blog owner attempts to monetize with ads.

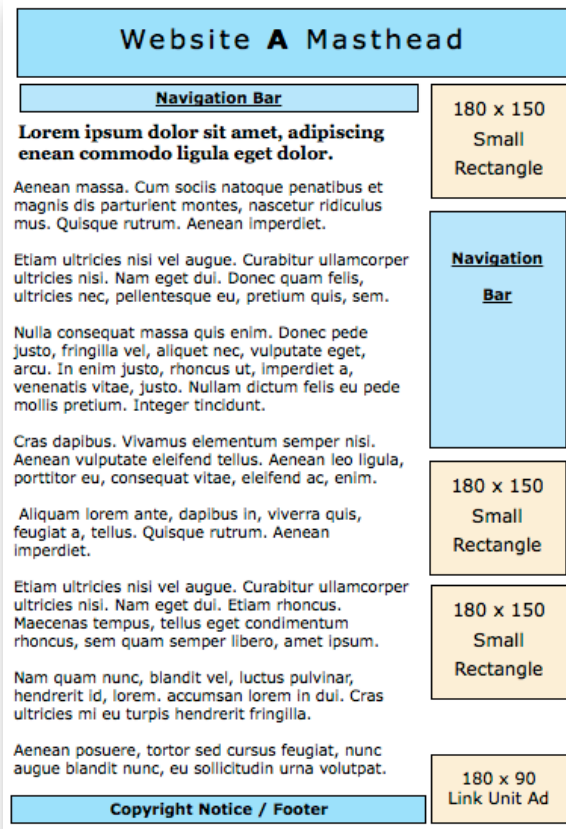
Most blog owners throw AdSense ads into the right sidebar, which is usually somewhere between 120 to 150 pixels wide. We don't want that width anymore, because it's proven to be ineffective.

Keep in mind that we've tossed out all "losing" templates with smaller ad sizes. We are now going with the IAB Universal standard ad sizes, which means bigger ads.

Even if you're using AdSense, instead of another ad network, or creating your own ads, Google flatly stated that wider is better. They suggest a column width 170 pixels or wider, to accommodate a 160 x 600 Wide Skyscraper.

In template A the sidebar is more than 180 pixels wide. It accommodates two of the IAB standards, the Small Rectangle and the Wide Skyscraper, yet only the Small Rectangle was used. Remember that Template A is meant to be "very polite" to its readers.

The top ad is in a fairly warm position and generates fair click volume. The ads under the nav bar are below the fold. They don't get clicked on nearly as often as the ad in the top spot.



Template B

In this test, I removed the navigation bar from the column. It's all ad related, with three ads appearing above the fold. This increased ad revenue by about 20% over Template A.

Website B Masthead

Navigation Bar

180 x 150 Small Rectangle

180 x 150 Small Rectangle

180 x 90 Link Unit Ad

468 x 15_4 Link Unit Ad

468 x 15_4 Link Unit Ad

Copyright Notice / Footer

728 x 90 Leaderboard Ad

There is a row of text link ads right below the first paragraph. The background color of the ad block is almost the same as the body of the article. From here on in, these "inline ads" that almost match the text, is standard on the templates.

Research showed that in general, ads are viewed about 40% of the time. The more related they are to the page, the more views they get.

Text ads and graphical ads, that have text separated out from image, get viewed about 50% of the time. Pictures of attractive people get more attention, as do simple backgrounds. Bright colors and fancy formatting scream, I'M AN AD and are largely ignored.

Text ads that almost match the style of the site, get viewed a whopping 85% of the time. Now you see why I made it a standard.

In most heatmaps from ad networks, they don't include the navigation bar. They only look at the page content. My research shows this to be a big mistake.

Look at the Ultimate heatmap. The final paragraph is very warm and the bottom nav bar is hot. That's because it's not just heat, or attention we're after, we also want clicks.

When you overlay the clickmap research on top of the heatmap, the end of the page heats up. Readers reaching the end of the page, will click on any links that appear near the bottom, where the nav bar should be. Based on this evidence, ads at the bottom of the page are also standard.

Finally, I decided to test the footer. I wanted to confirm that the area below the footer is as ice cold blue as the Ultimate Heatmap shows it to be. Even though I presented the readers with a large, tasteful Leaderboard ad, in terms of clicks, it was dead as a sack of hammers.

Template C

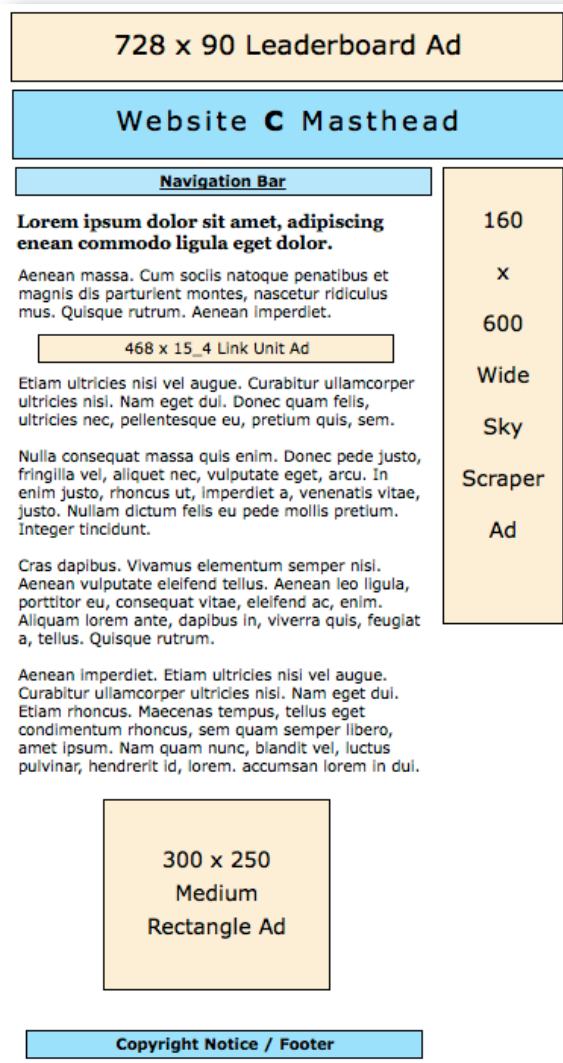
Now we're cooking with gas... as the saying goes. Revenues jumped another 20%.

The Wide Skyscraper is one of the best performing ad sizes. Just one unit has replaced all the small ads in the column. That lets us put more "ad inventory" around the rest of the page.

I moved the Leaderboard Ad to the top of the page. Although it got more views, the clicks were still low, because it's stuck in the "banner blindness" area. It's that top 80 pixels of any web page, that we've been trained to ignore.

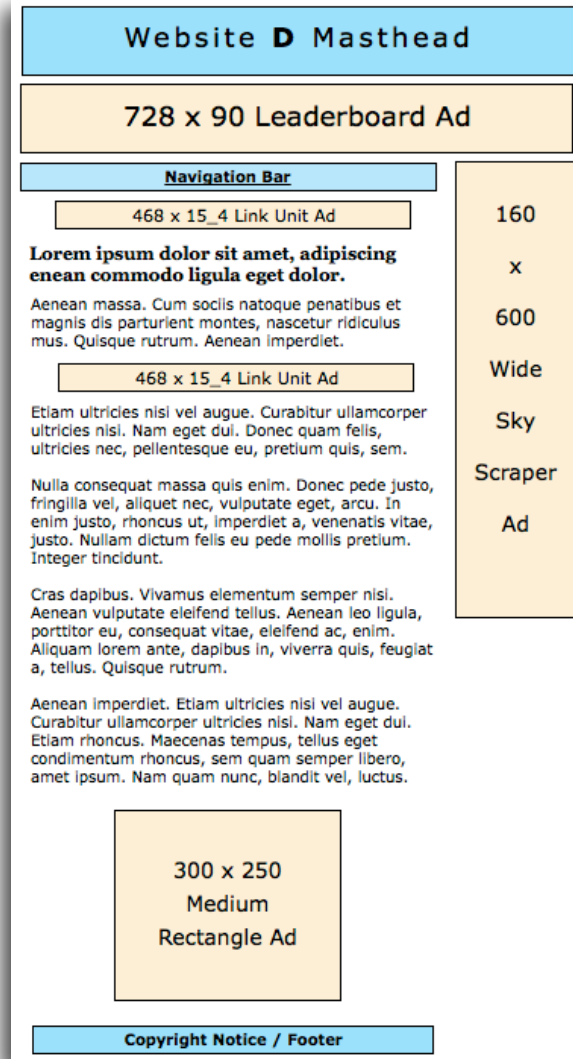
The inline ad under the first paragraph continued to do well, except for AdSense. Remember that the highest paying ad gets shown first, which in this case is the Leaderboard at the top, in the ice cold zone.

The other big winner in this layout is the Medium Rectangle after the final paragraph. The ad unit takes the place of a bottom nav bar. Ideally these ads should be tightly related to the page content for maximum revenue.



Template D

This template doubled ad revenues over template A. It's as good as it gets with a two column layout, with the right side devoted to ads.



The three most successful elements were kept in place. This includes the inline text ads, or Link Unit, below the first paragraph. The hugely successful Wide Skyscraper. And the Medium - *where should I click now that I read you whole page* - Rectangle at the bottom.

What really kicks this template up a notch, is sandwiching the nav bar between ads. This forces the reader to look at the ads, any time the hot horizontal navigation is required.

All I did was move the Leaderboard ad under the masthead, so now the masthead is up in the cold blue zone. The Leaderboard ad moves down into the warmer yellow Masthead area on the Ultimate Heatmap.

The red hot zone is still the headline. But in this template, I was a little sneaky. I shoved a second inline ad unit into the heat, and bumped the headline down into the orange zone. The result was double

the clicks on the Leaderboard and inline ad units.

Now before you attempt this layout, a few words of caution. It's ugly and annoying, but it does generate a lot of coin. So it's a balancing act.

You'll need to decide if readability and comfort is more important to the viewer. In that case, you're better off using Template C. It generates about 65% of the revenue as Template D, but it is much less obtrusive. It's a more calm and gentle user experience.

If on the other hand, you're paying to get articles written by the dozen, then Template D may be the better choice. You're not so concerned about reader comfort as you are with generating income.

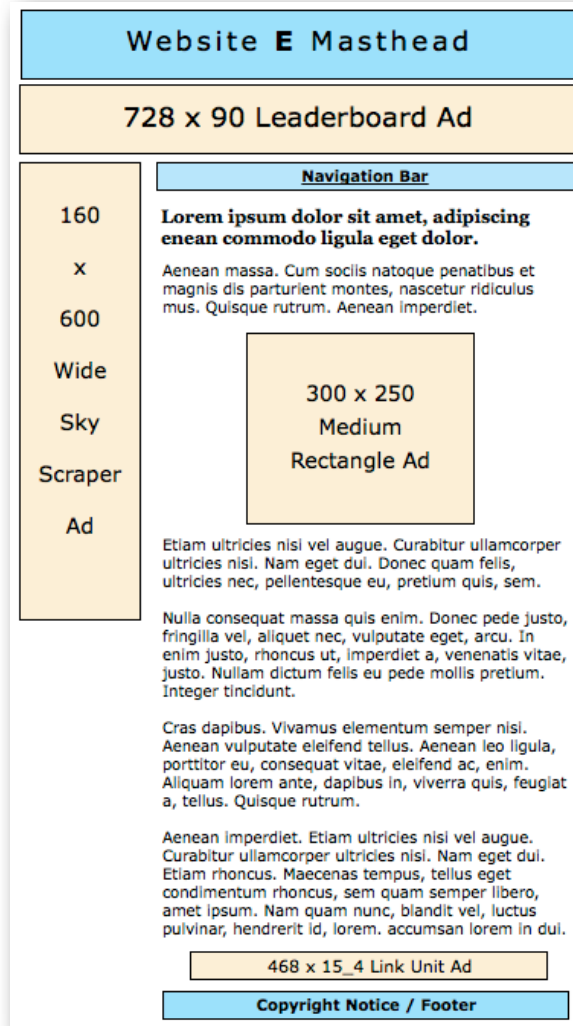
And heck, if its a good article... they'll read the whole thing anyways. After all, a lot of the big name portals are a lot more ugly and annoying than this.

Template E

This is where I switch the ad units from right to left. It is now standard on all templates. If you really need to have ads on the right, then do what you must. If you want to generate more coin, put the ads in the left column.

The Ultimate Heatmap shows the left column to be much hotter than the right. This is partially because of the way we read, from left to right, top to bottom. As the eyes move left to start a new line of text, the ads come further into peripheral vision and awareness.

It's also where the left vertical nav bar usually goes. But instead of finding the nav bar, over 50% of the people will look and read the ads in the Wide Skyscraper instead.



Text ads in the Skyscraper section tested better than graphical ads, unless the graphical ad tightly matched the page content. In that case the graphic ad faired slightly better.

I kept the Leaderboard Ad under the site masthead. It's now standard on all templates, because our tests from Template D show a substantial increase in heat, attention and clicks.

Instead of having the Medium Rectangle down by the footer, its moved it up under the first paragraph. The results were explosive in terms of revenue. The text ads in this middle position were looked at around 90% of the time.

Now the reader is forced to "read over" the ads to continue with the article. They also see it if they've reached the end of the article and are returning to the top nav bar.

The ad at the bottom, instead of a nav bar, is what Google calls a Link Unit Ad. Remember that they permit you, "Up to three AdSense for content units, and a maximum of three link units, and two search boxes on each webpage."

We've used up all three "Content Units" above the fold, in the hottest areas possible. That means if we're using AdSense, we have to rely on a "Link Unit" above the footer, which worked out well anyways.

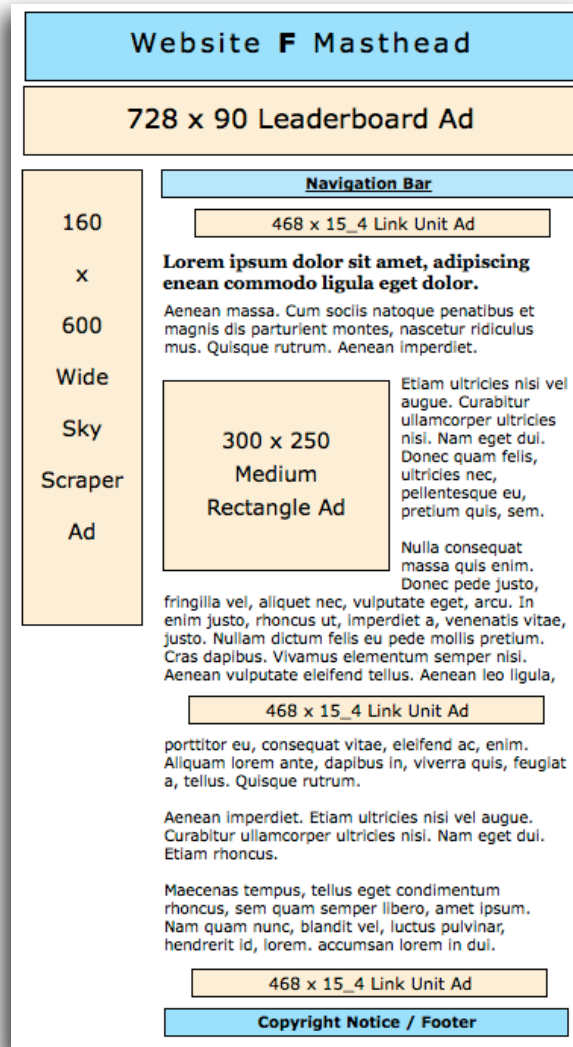
Why? Because many people thought it was the nav bar, and naturally clicked on it, for info that was related to the page content.

Of course, if you're not using AdSense, you don't need to follow their rules. You could use a different ad network and place as many ads as their terms of service allows... but would you want to?

Personally, I think Template E is bordering on annoying, with that big honkin ad in the middle, but it sure is effective. From here on in, the layouts only get uglier and more obtrusive. You'll need to use your own judgement as to how cluttered you go.

Template F

Taking the lessons learned from Template D, I sandwiched the top nav bar in-between ads. I've also introduced an inline text ad, or Link Unit, into the middle of the article.



Revenues jumped immediately over Template E, but some test subjects started complaining about the amount of ads. It was partly due to the positioning of the Medium Rectangle.

This time, instead of forcing people to read across the ad, to get the the rest of the article, we forced them to read around it. The ad unit tends to sparkle in this position and it keeps calling for attention.

The result? Clicks actually went down by about 2% in this position, while reader's annoyance went up by about 30%.

The overall higher revenues from this template were higher though, because of the sandwiched top horizontal nav bar.

It's got ads on three sides. Plus there's an inline Link Unit just above the fold.

Revenues would have been even higher, if I had centered the Medium Rectangle in the middle of the page, as in Template E.

Template G

This template is nasty. Just nasty. It's because I've maxed out the number of Content Units and Link Units that are permitted by Google, and added a really sneaky twist.

It keeps the positioning of the Wide Skyscraper, and the two inline Link Units. I re-centered the Medium Rectangle, based on lessons learned from Template F.

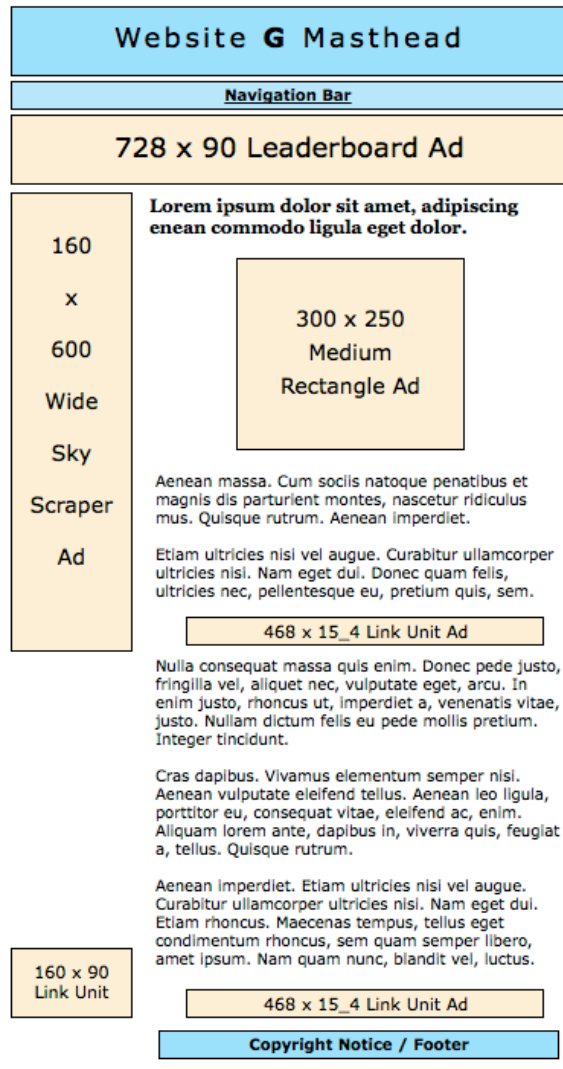
I added an additional Link Unit in the bottom left. That's as far as I can go with AdSense, but if you're using another network, you could fill the whole left column with Small Rectangle ads if you wanted to.

You'll have to look closely, to discover why this template generates more revenue than Templates E and F. It's sneaky.

I moved the Leaderboard Ad to the red hot spot, below the top nav bar. There is no other nav bar on this page. We force the reader to cross the ad and look at it, every time they need navigation links.

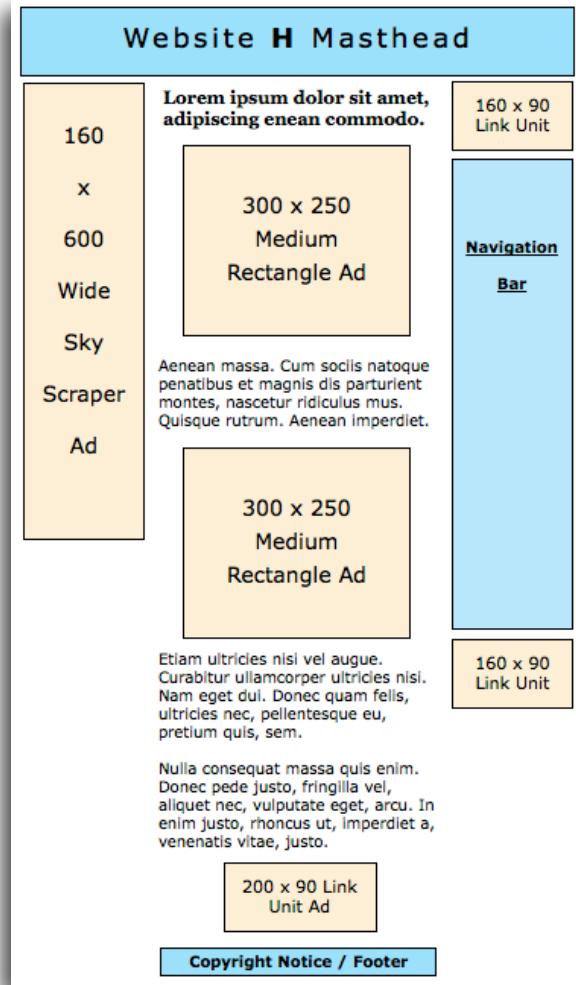
The other major change is taking the Medium Rectangle, and shoving it into the warm orange area, where the first paragraph would normally be. The two hottest areas on the page - top horizontal nav and headline - are surrounded in an ocean of ads.

This template generated more revenue than any previous template. There are still two more to show you, but I would stop here. Even though Templates H and I generate more coin, this is were good taste ends. Beyond this lie dragons.



Template H

This is the only three column template to make it into the finals. It generates a lot of revenue, but it's ugly and annoying. I don't know about you, but I'd "click off" just to get away from it. ;-)



The nav bar has been moved to the cool right side. Above and below it are Link Units or Rectangle shaped ads. You could substitute the top Link Unit for a Google Search Box, to generate even more clicks.

The Wide Skyscraper maintains its warm orange position on the left side, where most people expect the navigation to be. Plus there's a Link Unit at the bottom, where the hot bottom nav bar would normally be.

The Wide Skyscraper tested best with a graphical ad. The best ads had pictures of an attractive person, and text that was separate, or not overlaid on top of the graphic.

Since the Wide Skyscraper is first to appear in the html code, so it also generates the most revenue. That's because many advertisers pay a premium for large display ads like this. So if someone's bidding high for this spot, your cut will be higher.

The real ugliness, and 65% of the revenue, comes from the two big honking Medium Rectangles in the middle of the text area. This is annoying to say the least. It's very obvious to the reader that ad revenue is more important than their comfort... at least that's how it feels to me.

The headline is up where the top nav would have been, leaving the red hot headline area to the first Medium Rectangle. The second Medium Rectangle comes after only one paragraph of text.

Text ads in the medium rectangle generated more revenue than image ads. More than 90% of the readers viewed the ads, when the background color of the ads almost matched the rest of the page.

Template I

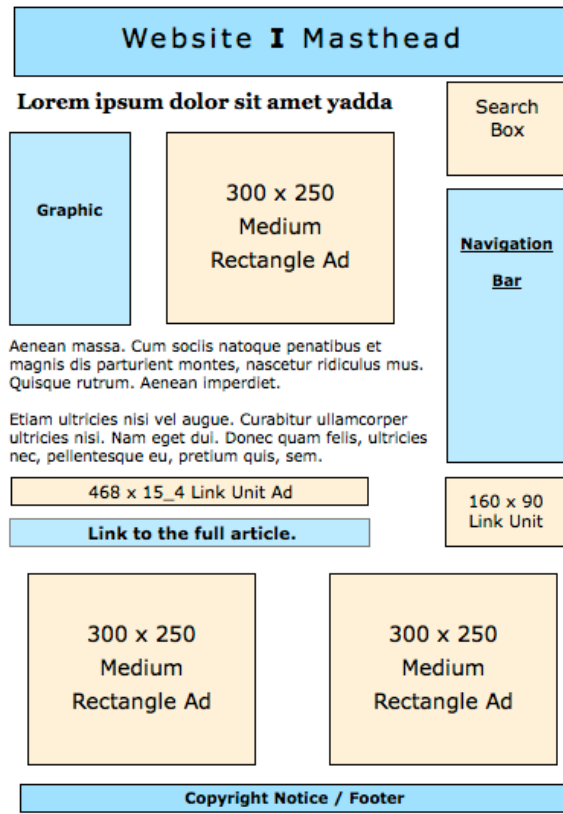
This template is rude, rude, rude. There's no other way to put it. The reader is totally inundated with advertising. They cannot even read the full article on one page.

Readers are forced to hunt down the link to the full article, where they are bombarded with another set of ads like in Template H. The navigation bar leads to more pages just like this one, each with just a snippet of the article.

Remember what Google said, *"We strongly recommend that you move any ad units that are in close proximity to interactive site features."* So I was careful to put enough "wind" or 50 pixels in-between the Link Unit, the link to the full article, and the bottom left Medium Rectangle Ad.

I ran this template for several months. Google didn't seem to have a problem with it. Yes, it did generate the most revenue, but at this point it's a matter of taste, or lack of it in this example.

I sure wouldn't want to spend much time on a site like this. So in my opinion, since I care about the user experience, I'll stick with Templates E and G as the best compromise.



A Word About Ads

Most companies don't mind you using their product shots and logos for advertising. So long as you're selling their products in an ethical manner, they're ok with it. It's considered fair use.

(Can you imagine if grocery stores, and office supply chains, had to get written permission to use the hundreds of logos and photos in their weekly flyers? The entire print industry would grind to a halt.)

Now, having said that, there are some companies that are very trademark sensitive. Be sure to check their product websites for terms of use, or other guidelines when advertising their brands.

Go hunt around product sites for things like press rooms, or press kits. You can often find logos and product shots that ready to use.

But what should you do if there are no ads for a particular product? Make them of course. I do it all the time.

Many advertisers and ebook publishers haven't heard about the standard ad sizes. It's the same deal with physical products that get sold through affiliate programs.

Get a graphics program like Photoshop Elements. Take a night school course, get a book, or watch some videos on YouTube.com. You can create very effective ads, with just a basic skill set.

Set up a Medium Rectangle (300 x 250) canvas. Copy and paste their product shot, or buy a stock photo of an attractive person from [iStock Photo](#), and put some text underneath the graphic. Do the same for the Leaderboard and Wide Skyscraper sizes.

With digital products, I've gone so far as to create a "box" or "cover" for their digital product from scratch. You can formulate the bits in Photoshop Elements and then import them into rendering software like [Box Shot 3D](#) for great looking images.

The first product I designed a cover for, tripled my sales as an affiliate. That's because people want to feel like they're getting something tangible, even if its a digital product.

And as a bonus, the ebook publisher was so impressed, that he bought the rights to use the ad I created for his product, so other affiliates could use it. A quick 500 bucks for something that took me less than 20 minutes to create.

So the point being, if there are no standard ad sizes for what you want to sell... create them. Take everything you've learned here and apply it. Chances are, with this new knowledge, your ads will outperform the ones that are supplied by the advertisers.

Important Points to Remember

When I speak of heat, it's not just the heat map, or eye tracking. It also includes clickmaps, the area of the page where most of the clicks happen.

Annoying ads that are animated, blinking, sparkling, splashy, or highly colored, are usually ignored. They also annoy the readers.

Large fonts, fancy formatting, blinking text, and large areas of red colored text, are usually ignored. They too annoy the readers.

Three column layouts are like an upside down horse shoe. They literally focus reader attention into the center. Don't use them unless you have to. (But please, always experiment with a few pages first, before committing to a complete site overhaul.)

Bigger ads are better, that's why the Leaderboard (728 x 90), Medium Rectangle (300 x 250) and Wide Skyscraper (160 x 600) are the most clicked on ad sizes.

After photos of attractive people, the headline is the hottest element on any web page. It gets the most attention.

Navigation attracts heat. Sub navigation gets the most eye fixation.

Top horizontal navigation bars attract the most heat and clicks. Place ads near them for maximum exposure.

Side horizontal navigation is expected on the left. Put ads there instead.

Move side navigation - if using it - to the right where it's cool. Doing so will warm up that side.

The search box is expected in the upper right. Put ads in there or a Google search box instead.

Few people will pay any attention to the top inch of the screen. Exceptions are logos and pictures of attractive people.

Subheaders are important. They describe the page content and draw attention, especially from skimmers.

Keep paragraphs short. The longer the article gets, the cooler it gets. Skimmers usually read the last paragraph first.

Ads that are near, or surrounded by content work the best. It doesn't matter if they are AdSense, some other network, or affiliate links.

Ads in context with the content perform extremely well. So if doing a product review, do not link to it 100 times throughout the article. Put one affiliate link near the end of the article, when making the buy recommendation.

Ads with simple backgrounds containing a large single image, work better than ads with crowded settings. Try to avoid clutter from multiple objects.

Ads that are highly related to the page content, attract more than double the attention, than ads that are only slightly related.

Ads with photos of people get noticed. A human face, or anything with eyes, is the first thing people will look at. The more attractive the person, the longer it gets looked at.

Text ads get more than double the clicks of graphical ads, if they nearly match the graphic design, or style of the page.

Graphical ads with separate text and graphics, are almost twice as effective as ads that have text on top of an image.

Inline ads that break articles into two or three sections, are some of the most effective. So are Medium Rectangles that break text apart, forcing the reader to gaze across the ad to continue reading.

Links at the end of an article are very effective, especially if there is no footer navigation. People finish reading your content and want something to do, or click. Give it to them.

Photos with attractive people get viewed four times longer than less attractive people. So don't use ugly people in your ads... unless they're so ugly you can't stop looking at them. ;-)

Conclusion

I hope that you experiment with some of these templates. May they boost your ad revenues by 200 to 300%. All I can say, is that a lot of effort went into this research and these templates worked for me... so I hope that they work for you too. I wish you all the best for online success.

Take care and God bless,

Michael Campbell

P. S.

Need help with your internet marketing? Want more traffic that converts into customers? Feel free to give me a call, or visit my private site, for full details on the coaching and consulting packages that I have available.

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APPENDIX A

Complete List of Standard Ad Sizes

Here is a complete list of the standard ad sizes, also known as the IAB Ad Unit Guidelines. Please note that all dimensions are in pixels (width x height). Ad sizes noted with an asterisk * are used by AdSense in the Google Content Network.

Text Ads

Banner (468 x 60) *
Button 1 (120 x 90)
Button 2 (120 x 60)
Button Square (125 x 125) *
Half Banner (234 x 60) *
Half Page Ad (300 x 600)
Large Rectangle (336 x 280) *
Leaderboard (728 x 90) *
Medium Rectangle (300 x 250) *
Micro Bar (88 x 31)
Micro Button (80 x 15)
Skyscraper (120 x 600) *
Small Rectangle (180 x 150) *
Small Square (200 x 200) *
Square (250 x 250) *
Vertical Banner (120 x 240) *
Vertical Rectangle (240 x 400)
Wide Skyscraper (160 x 600) *

Image Ads

Banner (468 x 60) *
Half Page Ad (300 x 600)
Large Rectangle (336 x 280)
Leaderboard (728 x 90) *
Medium Rectangle (300 x 250) *
Skyscraper (120x600)
Small Square (200 x 200) *
Square (250 x 250) *
Wide Skyscraper (160x600) *

Video Ads

Large Rectangle (336 x 280) *
Leaderboard (728 x 90) *
Rectangle (300 x 250) *
Skyscraper (120 x 600) *
Small Square (200 x 200) *
Square (250 x 250) *
Wide skyscraper 160 x 600) *

Pop Up Ads

Pop Under (720 x 300)
Square Pop UP (250 x 250)

APPENDIX B - Full Size Templates

