

# North America ad specs quick guide

Ad unit	Dimensions	Banner type	Third-party tags accepted
Billboard	970x250	GIF, JPEG, PNG, HTML5	Yes
Skyscraper	160x600	GIF, JPEG, PNG, HTML5	Yes
Monster	640x480	GIF, JPEG, PNG, HTML5	Yes
Medium Rectangle	300x250	GIF, JPEG, PNG, HTML5	Yes
Leaderboard	728x90	GIF, JPEG, PNG, HTML5	Yes
Super Leaderboard	970x90	GIF, JPEG, PNG, HTML5	Yes
Half Page	300x600	GIF, JPEG, PNG, HTML5	Yes
Native Mobile In-App	1200x627	JPEG & text	No
Textlink / VIP Strip	85x24	JPEG, GIF, PNG, HTML5	No
Native Pushdown	970x30 (collapsed), 970x250 (expanded)	JPEG, HTML5	No
Desktop Checkout	460x94	JPEG	No
EAP: Video	N/A		Yes
Seller Info Center Billboard	728x90	TBD	No
Halo	1700x900	TBD	No
Event Digest Email Banner	600x200	JPEG	No
Checkout	240x135 (mobile), 460x94 (desktop)	.Logo, text	No

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