

# Ad specifications

Text & Image advertisements

- Images: 240\*180px (displayed at 120\*90)
- Text: Up to 100 characters
- Images are shown near the text, either above or beside it, depending on the design of the publisher's site
- Optional bold headline or call to action
- Ads can also be shown as text-only ads if you opt into that, increasing distribution among our publisher network.
- For a live example, see <https://flask.palletsprojects.com/>

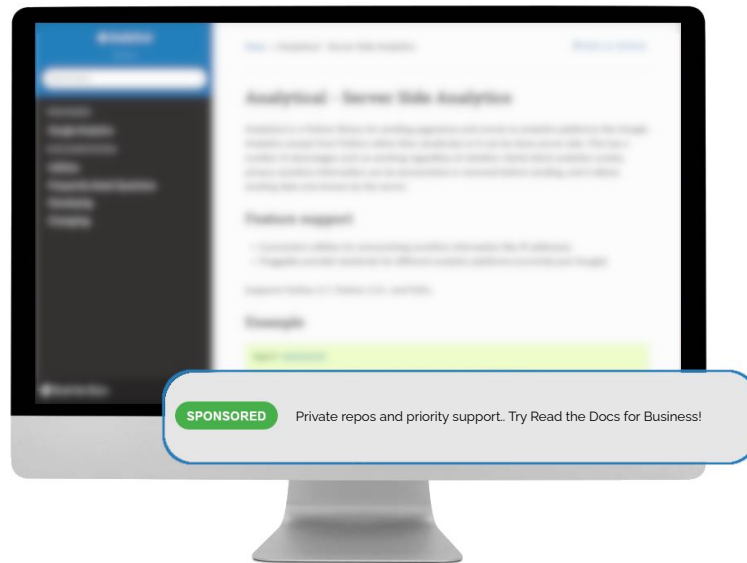


Sidebar ad

## Ad specifications

Text-only advertisements (no image)

- Text-only ads can show at the bottom of the page and scroll when the user scrolls for maximum visibility.
- Text ads can also be integrated into the main content of the site, appearing above the primary content of the page.
- Text requirements are exactly the same as the sidebar ads (up to 100 characters) so the same copy can be used.
- For a live example, see <https://jsbin.com>



Text-only fixed footer ad