

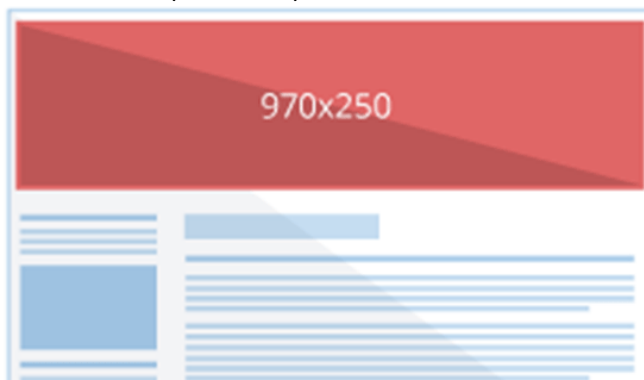
## Banner sizes for advertising on WOUNDS NORWAY website:

We will try to accommodate the advertiser's wishes for banner sizes as far as possible but have to take into consideration the layout of the chapter where the advertisement is placed and that it has to be compliant with mobile and tablet formats.

Currently we prefer to receive advertisement material in the following formats:

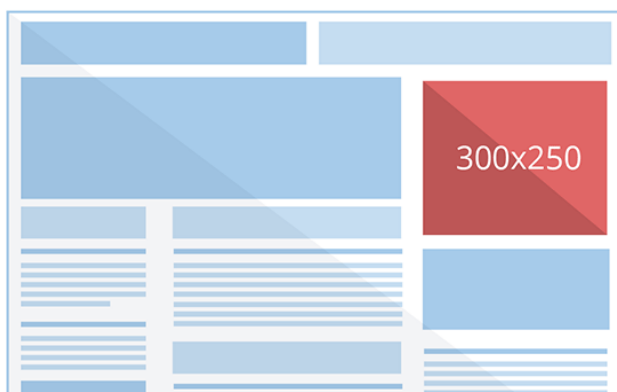
### PC banner formats

#### 1. Billboard (970 x 250)



The billboard is an ideal brand-centric ad format. It is a wide horizontal banner ad that we place both on top or bottom of our pages.

#### 2. Medium Rectangle (300 x 250)



This ad format supports both display / text ads, and it can also be used on mobile layouts. The best part about this ad size is that is easy to fit in the **sidebar** or inside the content area. Since it is perfectly sized for **in-content ads**, it is also reported to have the best CTR for most websites.

3. Half page ( large skyscraper) 300 x 600



Large Skyscraper is a wide vertical banner also known as half page due to its size. We will place it in the sidebar or next to the content.

In general we will try to accommodate your wishes for other banner sizes – in such case just send us the files and we will try to fit them and send you a screenshot for approval before publishing the advertisement.

## Mobile banner formats

We can resize the pc formats to mobile contents for you but if you have pre-sized mobile ads that is of course an advantage for us:

1. Large Mobile Banner 320 x 100



2. Mobile Full Page Flex 320x 320



3. Mobile Leaderboard 320 x 50

