

# AD LAYOUT TRAINING COURSE:

## BEST PRACTICES CHECKLIST

- ☒ **Review on both mobile and desktop.**
- ☒ **Review different pages and templates.**
- ☒ Keep away from navigational elements.
- ☒ Use sticky ad units.
- ☒ Use plenty of padding.
- ☒ Boost performance with rail units.
- ☒ Stay above the fold, but low.
- ☒ Pay attention to mobile placement.
- ☒ Exceed expectations.
- ☒ Incorporate interactive units.
- ☒ Test, measure, test, measure.
- ☒ Use standard IAB sizes for display units.
- ☒ Avoid ad clutter.