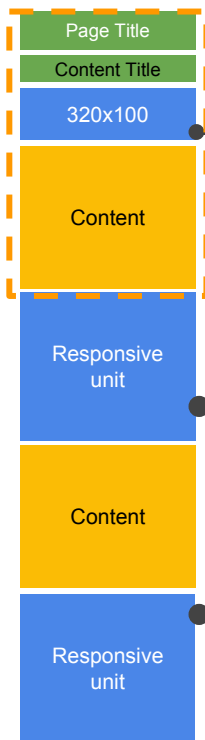


Simple optimizations for your mobile site



320x100 above the fold

- Compared to 320x50, large banners have a higher CTR

Use responsive ad units

- Ad size adjusts to screen size (e.g., for devices with width over 340px, show 336x280; for smaller screen sizes, show 300x250)
- 336x280 ads tend to have higher RPMs, with 2x CTR compared to 300x250

Best practices

- [Help Center article](#) on mobile optimization tips
- Check your usability with the [Mobile Friendly-Test](#)
- Check your page speed with [PageSpeed Insights](#)

Policy tips for mobile

- Make sure ads don't take up over half of the screen per view (i.e., 2 rectangle ads in 1 view)