

# 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.