

LinkedIn Display Ads

Target the exact audience you want in a premium, uncluttered environment

Drive brand awareness and consideration at scale among LinkedIn's audience.

Introducing Display Ads

With LinkedIn's IAB standard display formats, brands can use existing ad creative to reach our audience across the platform, at scale. Simple to implement, our standard display ads give advertisers fantastic share-of-voice as, unlike other digital publishers, LinkedIn only serves two visual ads on a page at any time. Add in our state-of-the-art targeting and brand safe environment and it's a no-brainer.

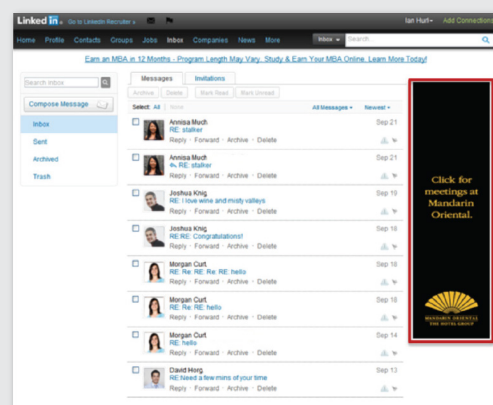
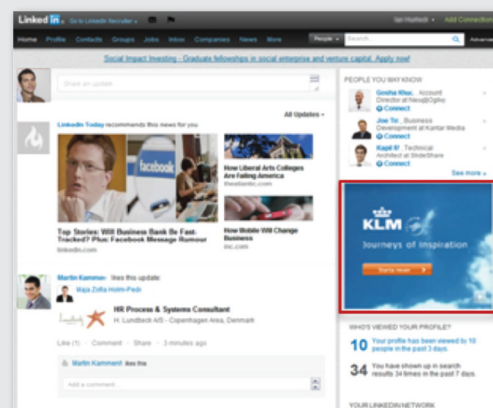
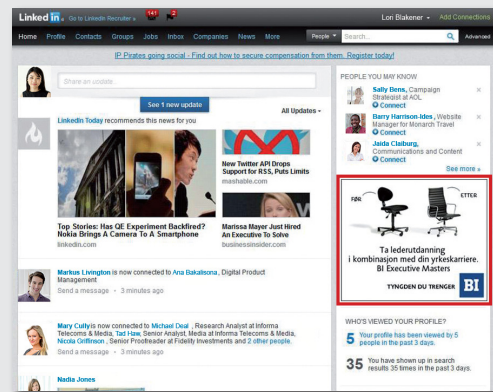
Ad Units Available

Medium Rectangle (300x250 pixels)

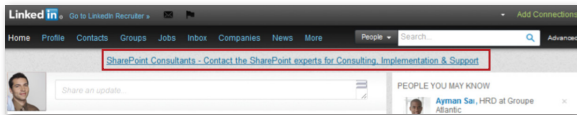
- Appears across the site on the home page, profile pages, group page and company pages
- Always appears in a premium area of the page above the fold
- Standard ad unit allowing you to leverage existing creative, driving awareness across multiple advertisers/platforms
- The unit can also be utilized for Content Ads, Expandable Content Ads, Social Ads and Polls

Skyscraper (160x600 pixels)

- Appears on members' Inbox and Messages Pages, where people are consuming content from trusted network connections
- The skyscraper is a commonly-used ad unit, allowing you to leverage existing creative assets
- The unit can also be utilized for Content Ads and Social Ads

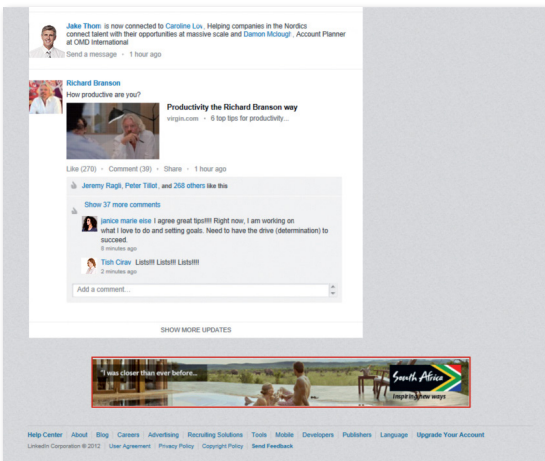


Text link



- Appears across the site including on the home page, group pages, company pages and inbox
- Relatively low cost makes this an effective format for achieving reach on the LinkedIn Platform
- Located at the top of each page allowing users to consume the message before reaching other content areas further down

Leaderboard (728x90 pixels)



- Appears at the bottom of the page as potentially the last piece of content users consume, before navigating away from the page

Top tips for Standard Display Ads

- Build content with a clear message and brand values
- Include a strong call-to-action button within the banner creative



Real customers, real results



Wipro, a leading global IT company utilized LinkedIn standard display ads to reach their target audience successfully. In the words of Wipro's Head of Digital Marketing:

"The ability to target the right audience was invaluable."

Rahul Koul, Head of Digital Marketing & Thought Leadership, Wipro Technologies



Since their campaign, Wipro have increased their investment by 110%, after seeing consistent value for their marketing efforts.

Additional Information

For more information, contact your LinkedIn Account Representative or visit marketing.linkedin.com to learn more about our marketing solutions.