The most viewable ad sizes are vertical units. Not a surprise, since they stay on screen longer as users move around a page.

State of publisher viewability

Page position matters ...

... So does ad size

Above the fold ≠ always viewable

Viewability varies across industries

Many of the ads served on the web never appear on a screen. But thanks to new advancements, we can now measure which digital ads were actually viewable—on screen. And as advertisers shift to paying for viewable instead of served impressions, it’s important to understand what factors affect ad viewability. We explored this by conducting a study of our display advertising platforms, including Google and DoubleClick. Here we size up five factors of viewability—from page position to ad dimensions and more.