

Web Banners Practice Test Questions and Answers

1. What is the standard size for a leaderboard banner?

- A) 300x250 pixels
- B) 728x90 pixels
- C) 160x600 pixels
- D) 320x50 pixels

2. Which file format is best for web banners with animation?

- A) JPEG
- B) PNG
- C) GIF or HTML5
- D) BMP

3. What is the maximum file size typically allowed for display advertising banners?

- A) 50KB
- B) 150KB
- C) 500KB
- D) 1MB

4. Which design principle is most important for effective banner click-through rates?

- A) Using as many colors as possible
- B) Clear call-to-action and minimal text
- C) Complex animations
- D) Small font sizes

Answers: 1-B 2-C 3-B 4-B

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