

# Digital Benchmarks

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# Journal banner

Old and reliable, but  
how efficient is it?



# Good for...

## Brand awareness

Especially in industry-specific locations (medical journals)



**Bad for...**

**Engagement**

(Clicks)



# Benchmarks

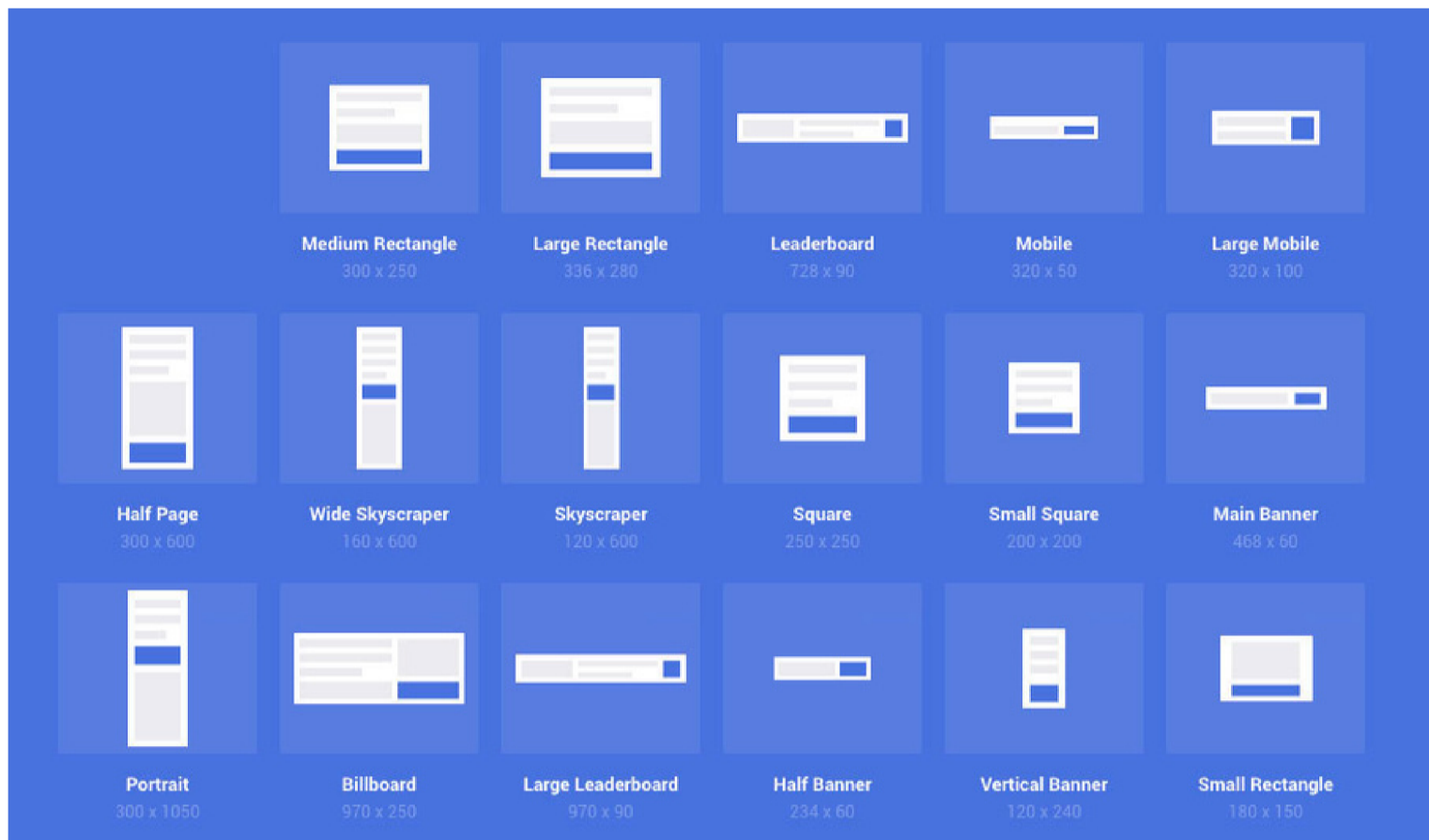
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Global (non industry specific)

Click Through Rate (CTR):

0.25 - 2%

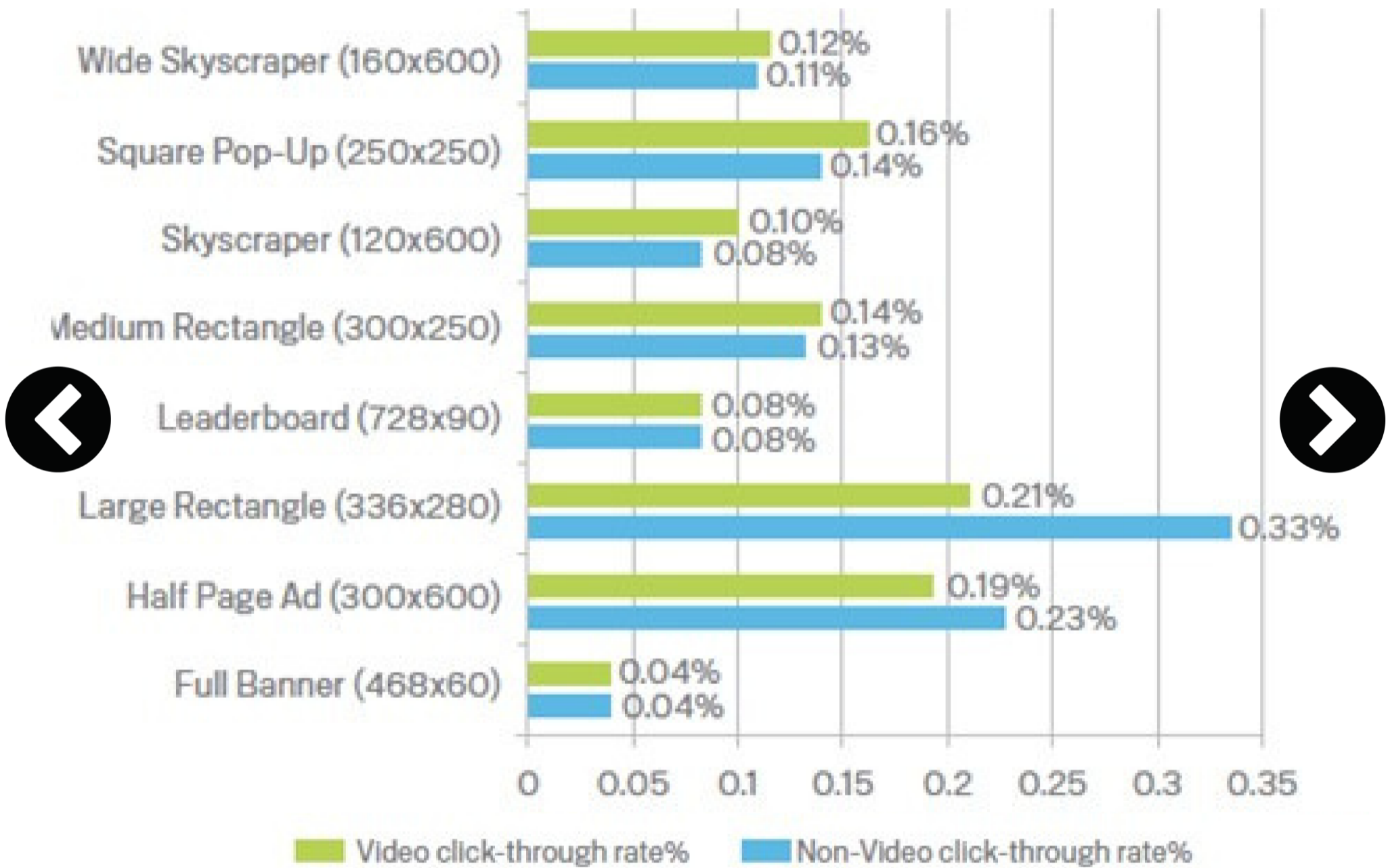
However many medical journals suggest a **0.08% CTR is average**



**The banner format  
will also affect click  
rate as the following  
statistics show...**

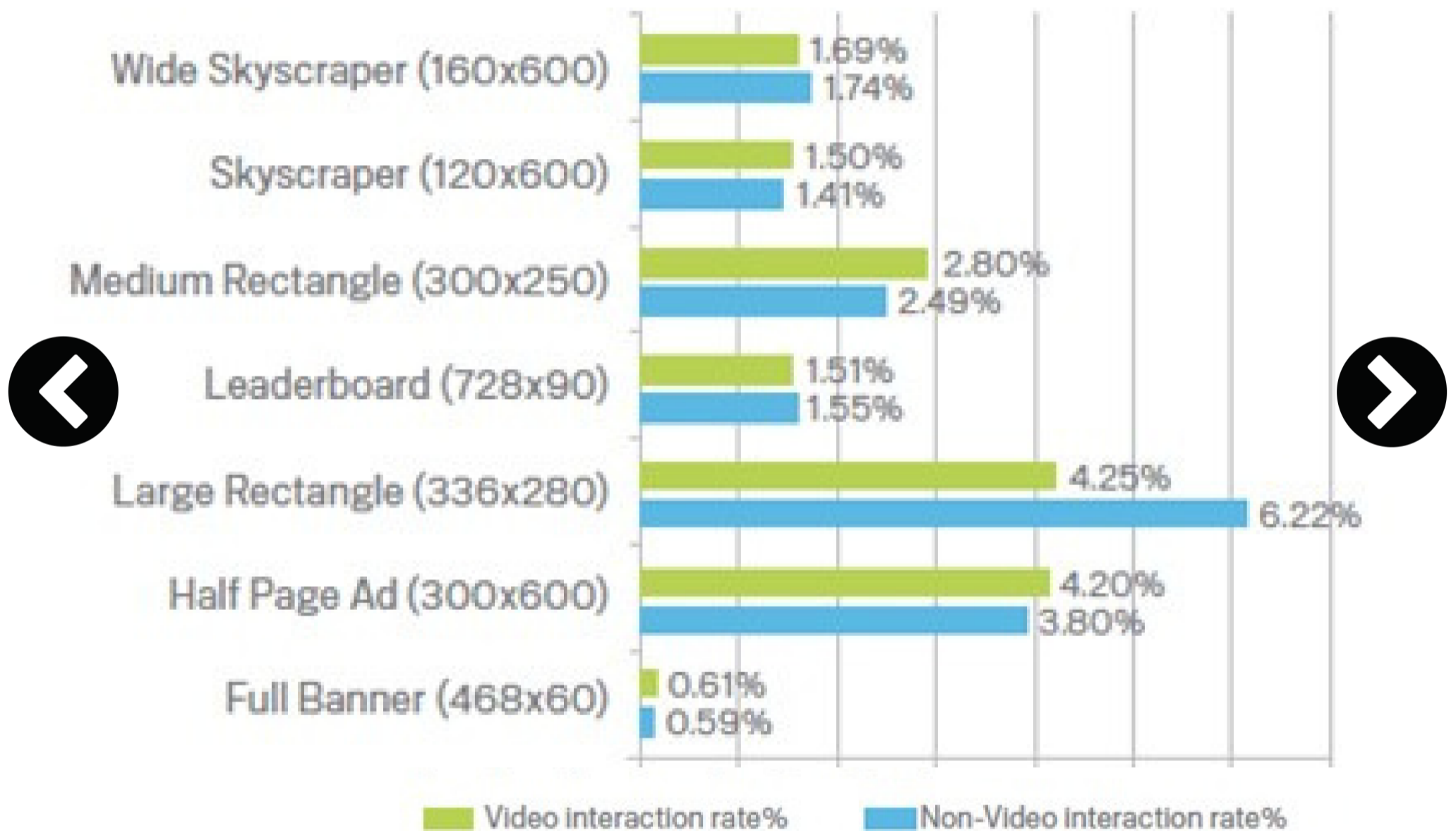


## Variation in online average CTRs by ad format



[Source](#)

## Variation in online average ad interaction rates by ad format



[Source](#)

# Full banner performs poorly compared to skyscrapers, medium and large rectangles



	
<b>Medium Rectangle</b> 300 x 250	<b>Large Rectangle</b> 336 x 280



	
<b>Wide Skyscraper</b> 160 x 600	<b>Skyscraper</b> 120 x 600





Consider your **campaign goals** and the different **banner formats** before spending your budget in expensive journal banners!





# That's a wrap!



Our Digital Wingmen work as your extended team to lead your pharma organisation to excellence

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