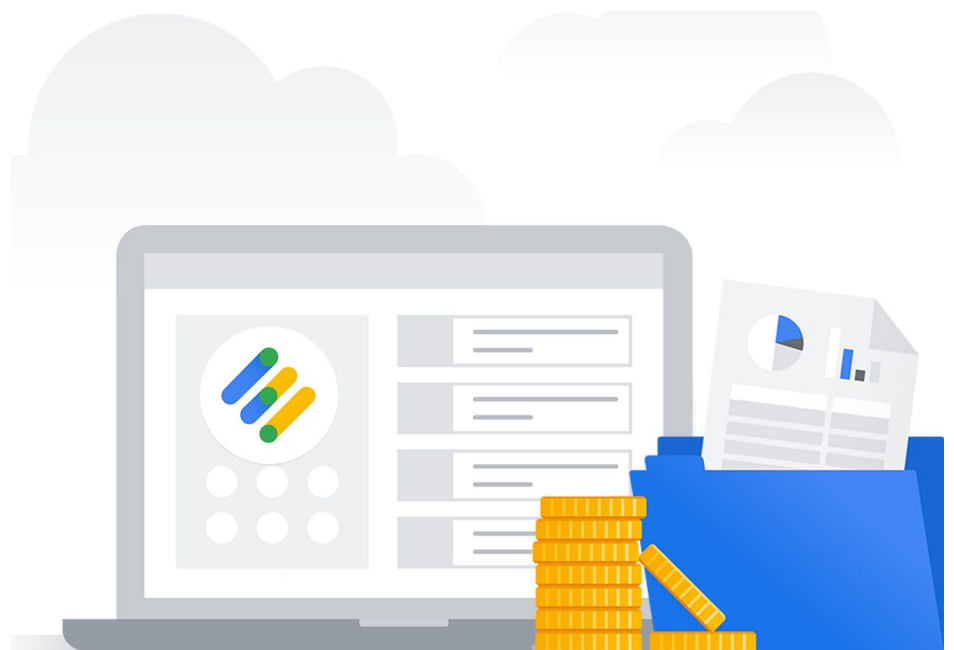# Google Ad Manager Sticky ads

Learn how to implement Sticky ads in your Ad Manager inventory
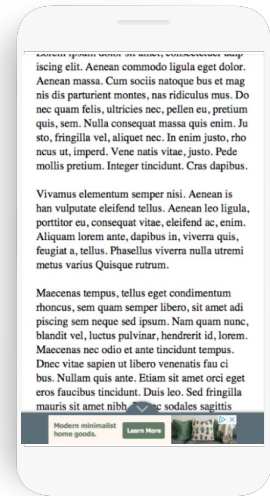
Sticky ads for Ad Manager

Improve your Active View metrics and CTR with Sticky ads.

What are Sticky ads?

A sticky ad is an ad unit which stays visible on the page while the user scrolls through the content of your page.

Sticky ads are a non-intrusive format that can be very effective to increase CTR and your Active View metrics.

Improve viewability and grow CPMs

Sticky ads can help you to increase the viewability of your ads. Since the ad scrolls as a user scrolls, the user sees the ad for a longer period of time and may have a higher chance of engaging with the ad.

When implemented properly, sticky (or "fixed") ads can even provide a better user experience than non-sticky ads, since sticky ads simply stay in the same place in the viewport.
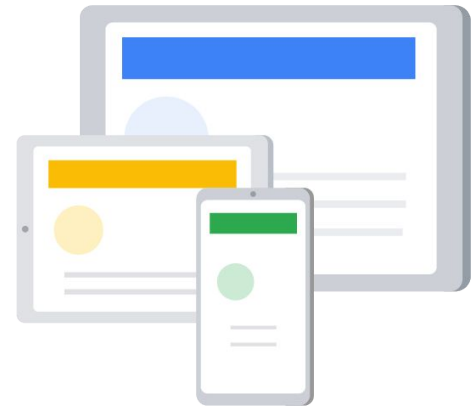
More Sticky ad benefits:

- **Yield**: can yield higher revenue per request than 300x250, due to high viewability

- **User experience**: one of the most preferred formats by users[1]

- **Monetization**: ability to improve monetization and viewability of ads

[1]Coalition for Better Ads: Improving the Consumer Online Ad Experience

Google Ad Manager

Sticky ads for Ad Manager

Policy Guidelines

Before implementing Sticky ads it's important to understand Google's policies about this ad format. Make sure to read this carefully before you make any changes in your account.

Sticky ads are a fixed/ persistent ad that stays visible in the viewport as the user scrolls the content of the page up or down. This is an implementation done by the publisher, not a Google product (ex. You could use JavaScript to make a fixed position div).

By implementing Sticky ads, the publisher agrees to adhere to all of the following policy guidelines:

Vertical	Horizontal
You must comply with the AdX seller program guidelines, being especially mindful of the following: ● You must not overload your page with ads. You need to ensure that all ads, including sticky ads, constitute less than the amount of content on the viewable screen or viewport.	You must comply with the AdX seller program guidelines, being especially mindful of the following: ● You must not overload your page with ads. You need to ensure that all ads, including sticky ads in this beta, constitute less than the amount of content on the viewable screen or viewport. ● Any ad implementation must provide a clear differentiation between ad and content.
The declaration instructions above are for vertical sticky ads on desktop.	The declaration instructions above are for horizontal sticky ads on desktop and mobile sites. If you use horizontal sticky ad units for display, you must declare their existence.
Vertical sticky ads must never overlap or underlap any other page content. The ad should never come too close to content, navigational site functions (including scrollbars), or another ad. This condition includes pages with responsive design, and any issues that may arise from resized windows.	Horizontal sticky ads should never come too close to content, navigational site functions (including scrollbars), or another ad. This condition includes pages with responsive design, and any issues that may arise from resized windows.
All ad attributions, and all of the ads content, must be displayed at all times.	
Ads must scroll into and out of the viewport; they cannot appear or disappear at any point in the scroll.	--
Ads must only move in the vertical axis, without any horizontal scrolling. Vertical sticky ad units are not allowed to float elsewhere on the page or follow the cursor.	Horizontal sticky ad units are not allowed to float away from window edges or follow the cursor.
The sticky ad must stay in its fixed position on screen without any visible stuttering, choppiness, or delay while the user scrolls through content.	The horizontal sticky ad must not have any visible stuttering, choppiness, or delay while the user scrolls through content.

Applies to both Vertical and Horizontal sticky ads:
Sticky ads may not be ideal for all types of websites, such as gaming pages or dynamically evolving pages. Publishers should make sure to thoroughly A/B test sticky ad unit performance before implementing the unit across their site. As always, the publisher should make sure the user experience is high-quality and the sticky ad unit doesn't disrupt or detract from the page's performance.

Read the full policy in the Ad Manager Help Center. If you fail to comply with these policies without permission from Google, we reserve the right to disable ad serving to your site and/or disable your account at any time.
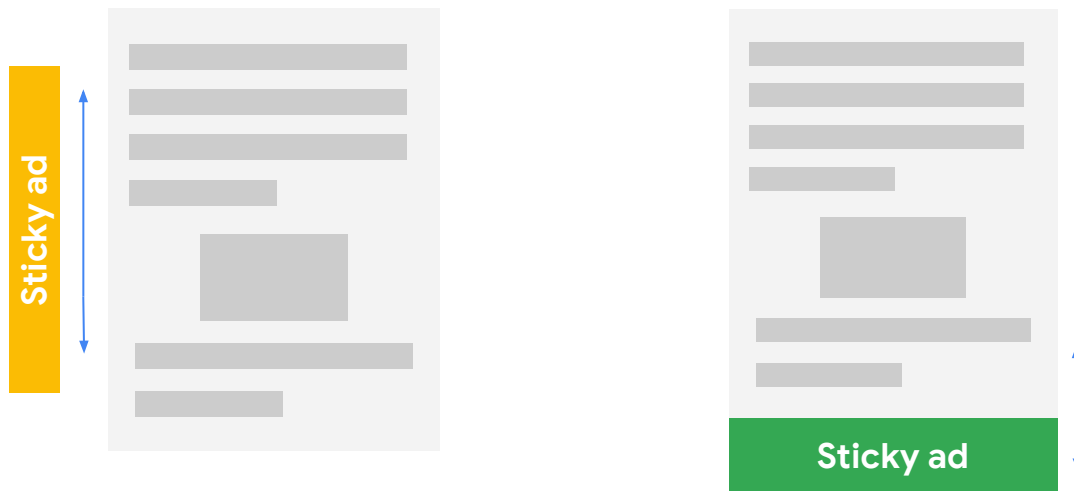
Sticky ads for Ad Manager

Do's and don'ts when implementing Sticky ads.

Do's

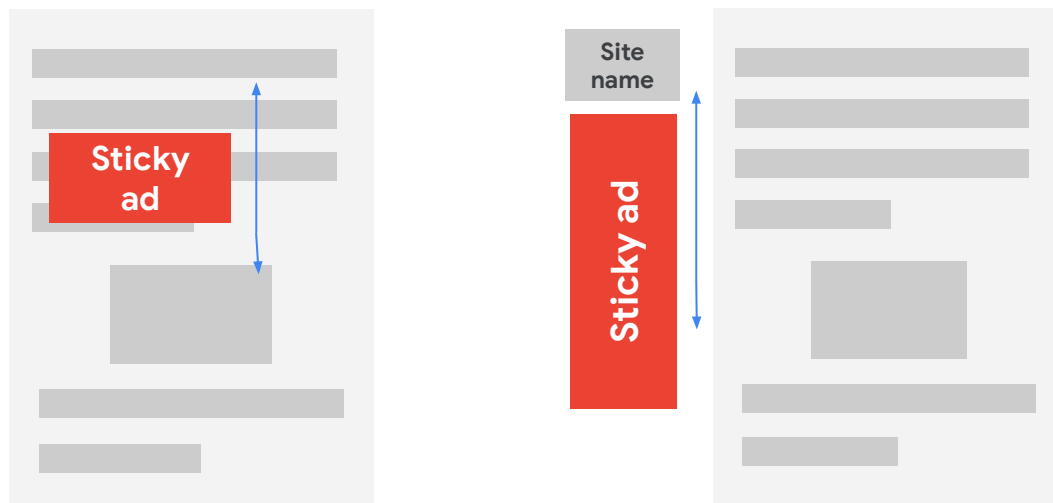Keep sticky ad area separate from content and don't overlap with content.

Partially overlapped content should be revealed when a user scrolls.

Don'ts

Don't overlap ads and content.

Avoid potential mislabeling by placing a sticky ad near a site element.

Sticky ads for Ad Manager

Implement Sticky ads in your Ad Manager account.

Implementing Sticky ads for AdX users in Ad Manager

Step 1: Edit your code

Sticky ads are implemented by setting the position of the parent container in which the GPT is placed to fixed. Here's some sample code:

HTML:
```
<div id="stickyunit">
      /* DFP Ad Unit Code */
</div>
```

CSS:
```
#stickyunit { position: fixed; }
```

This is example code and you're welcome to use different code, just make sure your implementation is compliant with our policies.

On desktop we suggest implementations of sticky ads as sticky sidebars and sticky footers. On the mobile web, we recommend sticky footers.

Step 2: Check for compliance

Once you implement your code, test your site to make sure the sticky ads are implementing properly and are compliant with Google policies.

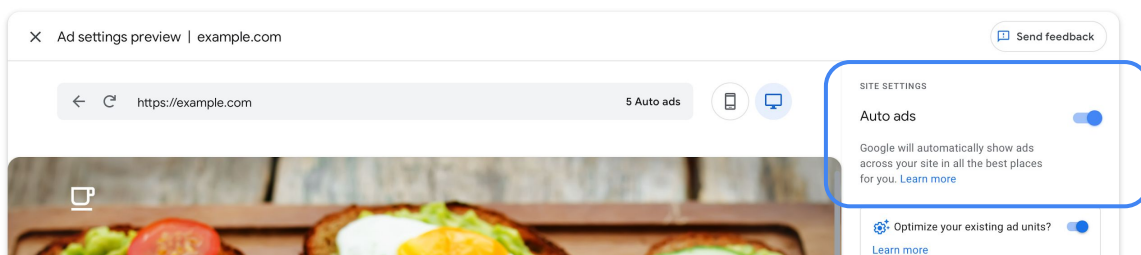# Sticky ads for AdSense

Implementation Guide for AdSense

Implementing Sticky ads for AdSense

If you do not have an AdX account you can easily implement using AdSense Auto ads or edit your code to make ad slots sticky.

### Option 1: Use AdSense Auto ads

Enable Anchor ads in your AdSense account and adjust placements as needed. Here are the steps:

- Log into your AdSense account. Click **Ads** > **Overview** from your navigation menu. Next to your domain name, click the pencil button.

- Turn Auto ads on by toggling the switch at the top right corner.

- Click into the **Ad Formats** drop down. Toggle on **Anchor** ads to enable Sticky ads on your page.
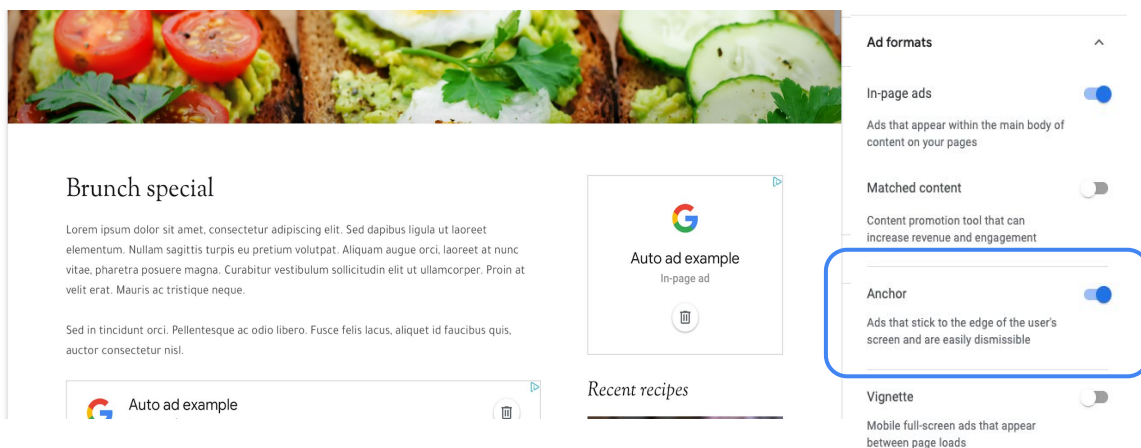
- Remove any placements that you don't like by clicking the trash can button.

Sticky ads for Ad Manager

Implementation Guide for AdSense

Implementing Sticky ads for AdSense network in Ad Manager

Option 2: Edit your code

You can implement Sticky ads in your code. The simplest way is to create a div containing the ad code, and set that div to position:fixed.

Here's our suggested implementation code:

HTML:
```
<div id="stickyunit">
    <script async
src="//pagead2.googlesyndication.com/pagead/js/adsbygoogle.js"></script>
    <!-- example-ad-unit -->
    <ins class="adsbygoogle"
       style="display:inline-block;width:160px;height:600px"
       data-ad-client="ca-pub-1234"
       data-ad-slot="5678"></ins>
    <script>
       (adsbygoogle = window.adsbygoogle || [ ]).push({});
    </script>
</div>
```

CSS:
```
#stickyunit {
    position:fixed;
}
```

Once you implement your code, test your site to make sure the sticky ads are implementing properly and are compliant with Google policies.