Freegal Web and Social Media Ads Readme

The Freegal web and social media ads are currently available in 3 formats:

1.) JPEG
3.) WebP
4.) AVIF

Note: we've discontinued the PNG format. If you for some reason you need this, contact support@libraryideas.com

The newer formats like WebP and AVIF will have smaller file sizes and are supported by all major modern browsers including Chrome, Firefox, Safari, Opera and Edge. If support for older browsers like Explorer is required, then it is recommended that you either use jpeg, or use the more modern WebP or AVIF along with a fallback of the jpeg formats. Consult your web developer for which would be the best approach for your circumstances.

The WebP or AVIF files should be smaller in file size and will load significantly faster than jpg formats.

Some Freegal web banners are also created at two times the size (appended with the @2x) because at their original size on modern high resolution screens and devices, they would appear blurry. Since the aspect ratio is standard for these web banners (skyscraper, leaderboard, etc.), they should work fine. Use the AVIF or WebP formats if the file sizes need to be kept to a minimum.

A note on the newest kid on the block: AVIF. The AVIF image file format is now supported by a variety of services and platforms on the web, including WordPress, Joomla, CloudFlare and others. Google Search also supports the AVIF file format in Google Search, Google Images and all locations Google Search shows images such as Google Discover, Google News and so forth.