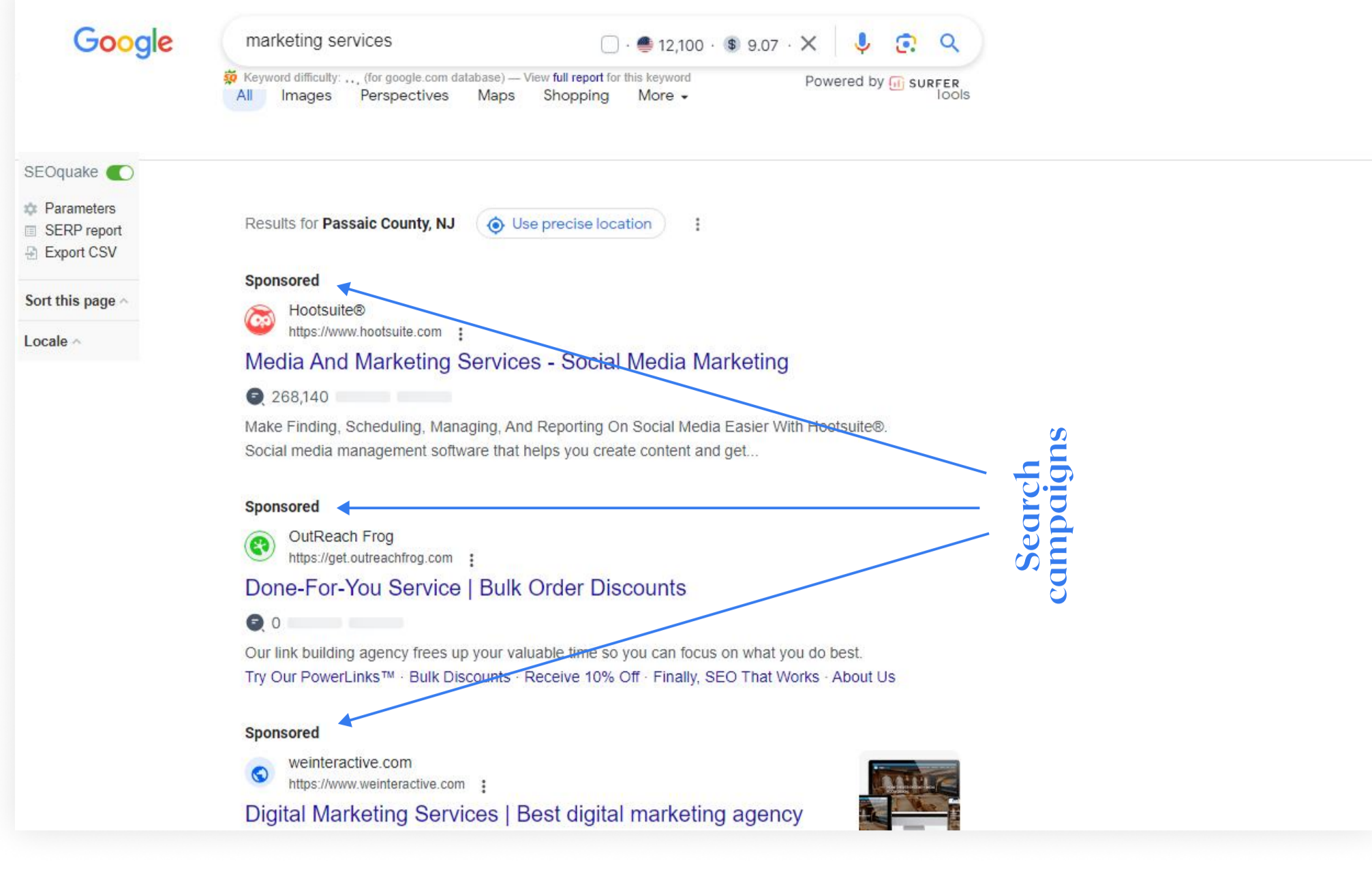


Google Creative Specs

Unlock your brand's potential with Google Creative specs, transforming ideas into captivating digital experiences.

Search Ads

Elevate your brand with Search ads: targeted, strategic, and primed to connect you with eager customers actively seeking what we are offering.



Drive targeted traffic and conversions with Search ads—strategically placed atop search engine results, tailored to capture the attention of those actively seeking your offerings. Efficient, measurable, and adaptable, they're your key to maximizing ROI in the digital realm.

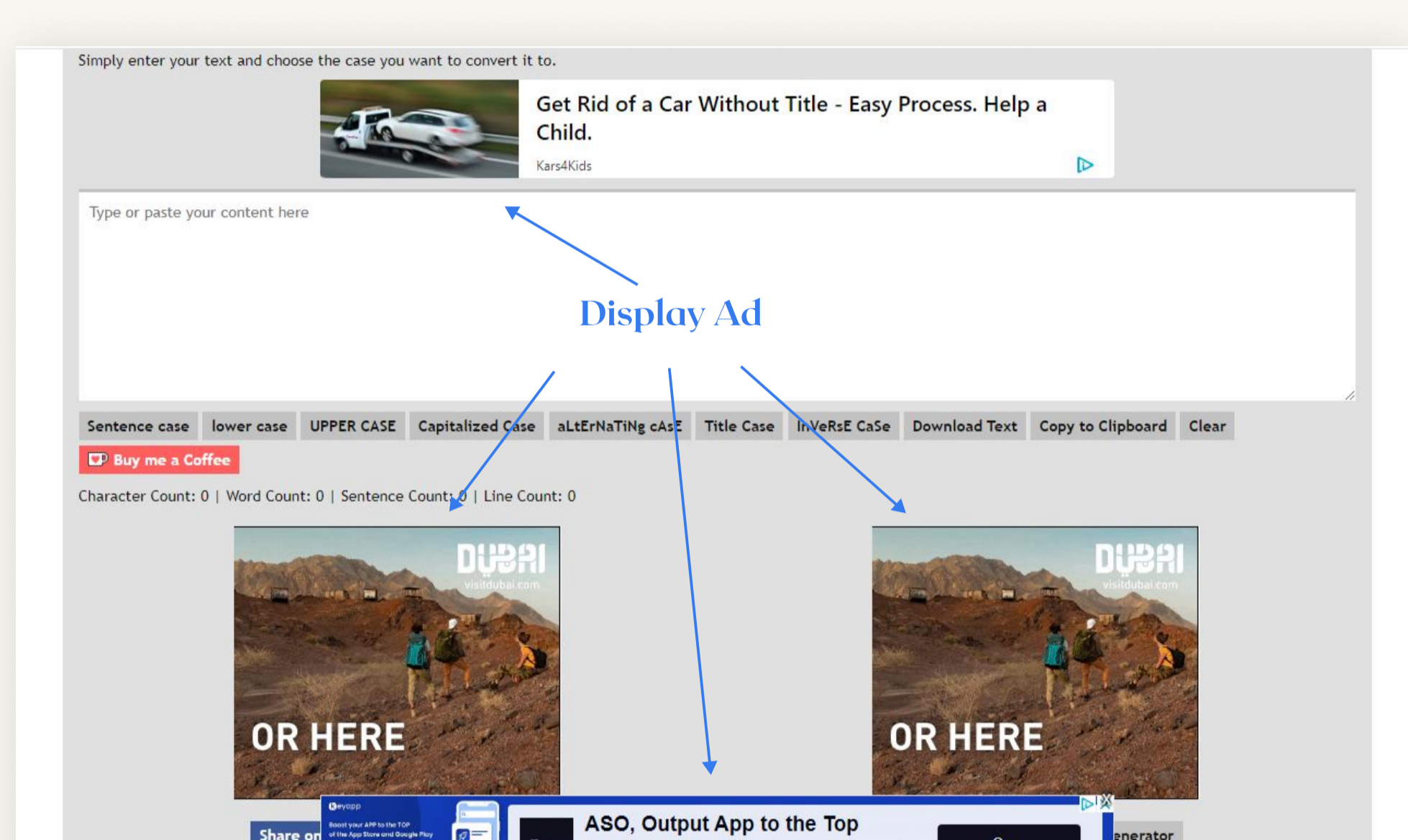
Recommended Size	Min Size	Aspect Ratio
1200 x 628	width/height: 600	9:16 to 16:9
1200 x 628	width/height: 600	cropped to 1.91:1 with link

Unlock growth potential: Search Ads Specs empower your digital strategy with targeted campaigns designed to capture attention and drive meaningful engagement.

Field	Max Length
Headline 1	30 characters
Headline 2	30 characters
Headline 3	30 characters
Description 1	90 characters

Display Ads

Stand out in the digital crowd: Display Ads shine a spotlight on your brand with visually compelling campaigns that captivate and convert.



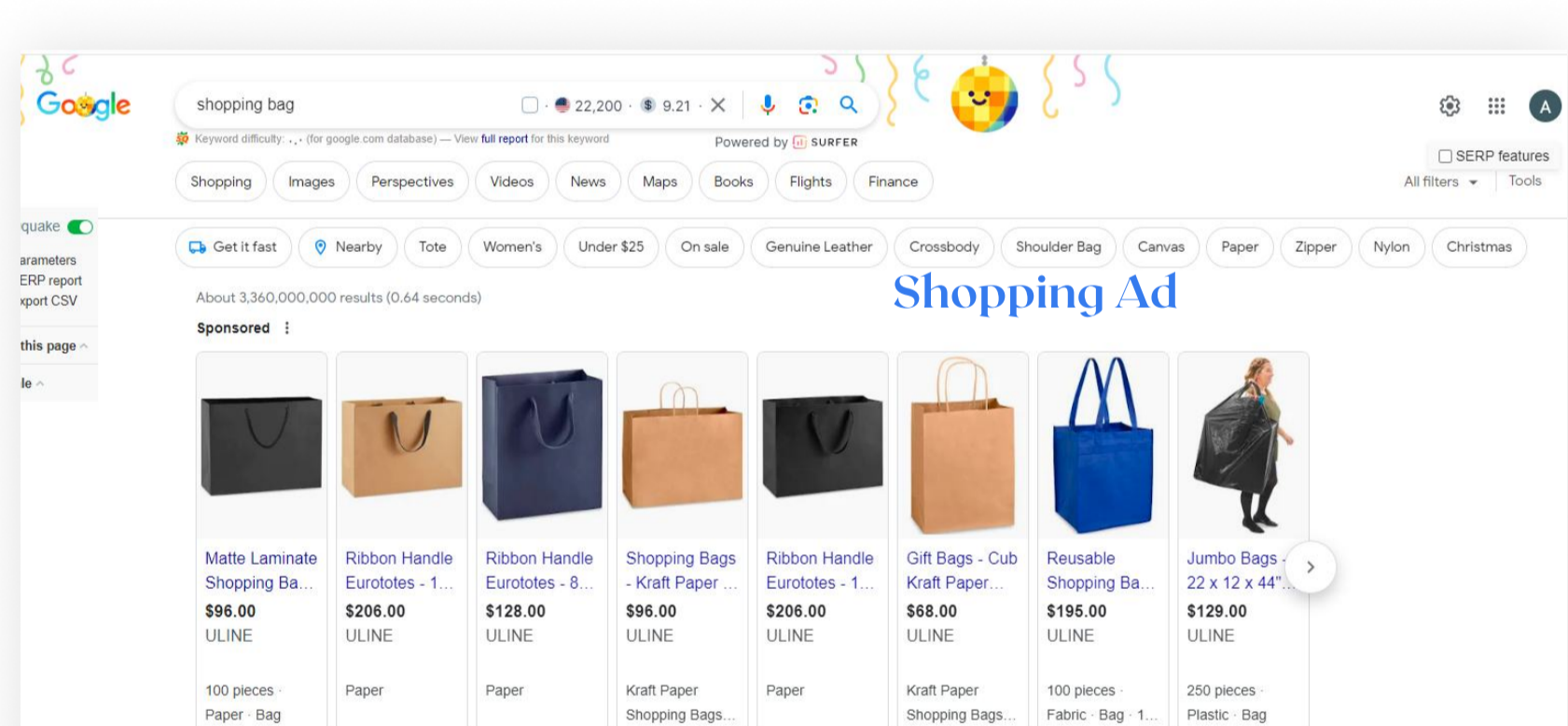
- 1200 x 1200 (square)
- 1200 x 628 (landscape)
- 300 x 250 (medium rectangle)
- 336 x 280 (large rectangle)
- 728 x 90 (leaderboard banner)
- 160 x 600 (wide skyscraper)
- 320 x 50 (mobile leaderboard)

Display Ads Specs: Tailored campaigns that captivate and convert, delivering targeted messaging and dynamic visuals for maximum impact.

	Responsive Ads	Static Ads	Dynamic Ads
Format	Google mixes copy and images for optimal performance	No accompanying ad text, but you can use HTML	Mix of Responsive and Static ads
Best for	Companies without design resources	Companies with design resources that want more control	Companies selling a wide range of products

Shopping Ads

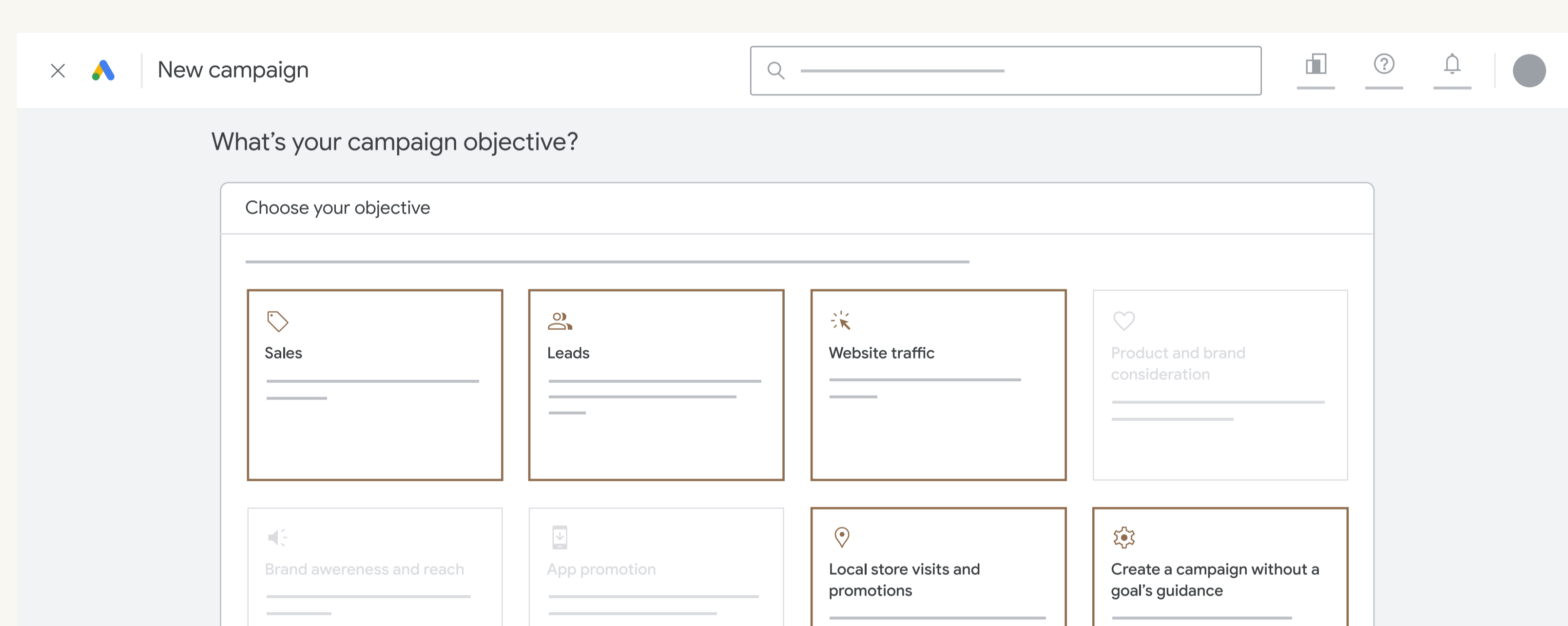
Shopping Ads: Turn searches into sales with visually compelling product listings, placing your inventory front and center for eager shoppers.



- Non-apparel images - at least 100x100 pixels
- Apparel images — at least 250 x 250 pixels
- No image can be larger than 64 megapixels
- No image can be larger than 16mb

Performance Max

Performance Max: Amplify your digital strategy with AI-driven campaigns that maximize reach and drive impactful conversions across Google's expansive network.



Drive growth at scale with Performance Max specs: Effortlessly reach your target audience across channels and devices, maximizing efficiency and driving meaningful conversions.

	R. Size	Min Size	Max File Size	Ratio	Recommended No Of Assets
Landscape image	1200 x 628px	600 x 314px	5120KB	1.91:1	3 (Min: 1, Max: 20)
Square image	1200 x 1200px	300 x 300px	5120KB	1:1	3 (Min: 1, Max: 20)
Portrait image	960 x 1200px	480 x 600px	None	4:5	1 (Min: 0, Max: 20)
Square logo	1200 x 1200px	128 x 128px	5120KB	1:1	1 (Min: 1, Max: 5)
Landscape logo	1200 x 300px	512 x 128px	5120KB	4:1	1 (Min: 0, Max: 5)

Youtube Ads

YouTube Ads: Engage audiences with compelling video content, driving action and brand affinity on the world's largest video platform.



- Recommended video dimensions: 426 x 240 (240p), 640 x 360 (360p), 854 x 480 (480p), 1280 x 720 (720p), 1920 x 1080 (1080p), 2560 x 1440 (1440p) and 3840 x 2160 (2160p)
- The skippable video length max is 6 minutes (skippable after 5 seconds)
- Non-skippable video length max is 15 or 20 seconds (30 seconds in some regions)
- Mid-roll video length minimum is 30 seconds

Drive success on YouTube with tailored Ads Specs: Whether it's in-stream or discovery, leverage powerful features to reach, engage, and convert your audience effectively.

Min. Dimensions	Max. Dimensions	Max File Size	Ratio	Video Formats
426 x 240	3840 x 2160	128GB or 12 hours, whichever is less	16:9	MOV, .MPEG4, MP4, .AVI, .WMV, .FLV, 3GPP, and WebM