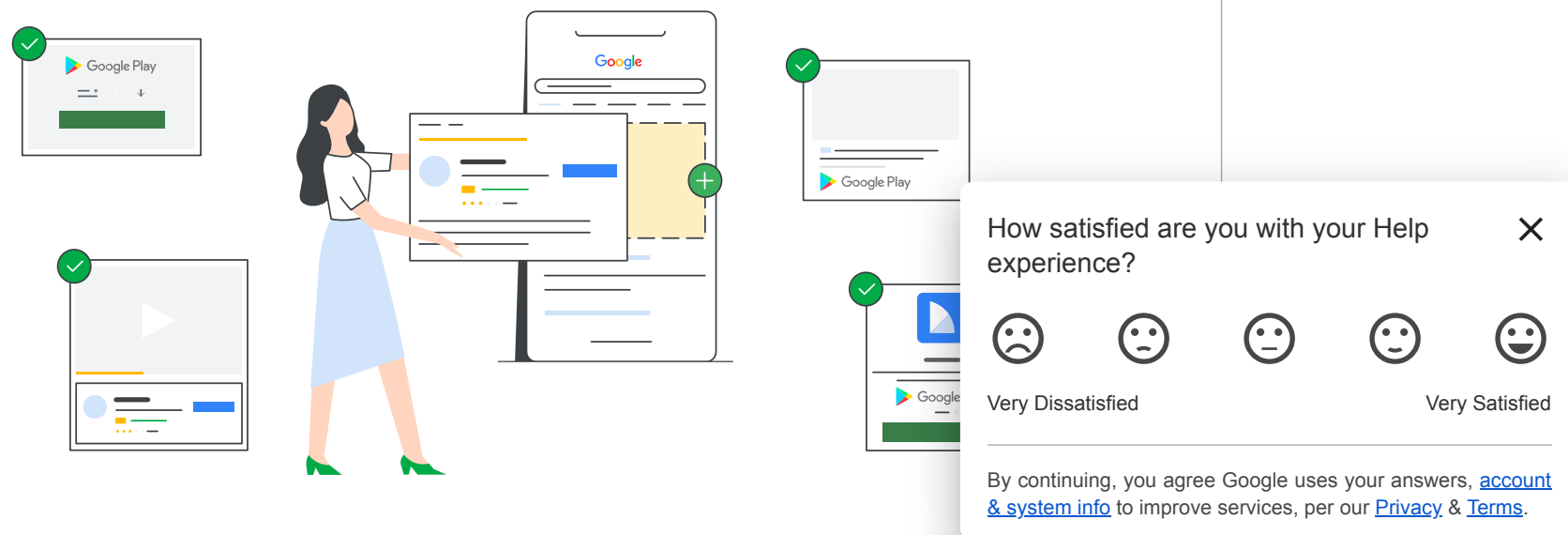


# Google Ads specs: ad formats, sizes, and best practices

Below you'll find asset specifications for each product and campaign type. You can use this guide alongside the [best practices guide](#) to help ensure that you create the best ads possible and get the most from your advertising.

If you're looking for a more automated way to manage your image assets, you can use dynamic image assets. Dynamic image assets use machine learning to automatically select relevant images from your ad's landing page to include in your ad. Once opted in, images from your landing pages are added to the ad groups in your account. Learn more [About dynamic image assets](#).

## App campaigns





## App campaigns

App campaigns streamline the process for you, making it easy to promote your apps across Google's largest properties including Search, Google Play, YouTube, Discover on Google Search, and the Google Display Network.


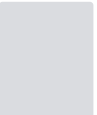

Learn more about [Ad Formats & Assets](#).

### Text

	Type	Maximum length	Quantity	Required
	Headlines	30 characters	1-5 headlines Recommended: 5	✓
	Descriptions	90 characters	1-5 descriptions Recommended: 5	✓




**Note:** Make sure that your language targeting matches the language used in your ads as your text will not be translated when your ads are served.

### Images

	Ratio	Recommended size	Quantity	Required
	Landscape 1.91:1	1200 x 628 pixels (min 600 x 314 pixels)	1-20 images Recommended: 1	×
	Portrait 4:5	1200 x 1500 pixels (min 320 x 400 pixels)	1-20 images Recommended: 1	×
	Square 1:1	1200 x 1200 pixels (min 200 x 200 pixels)	1-20 images Recommended: 1	×

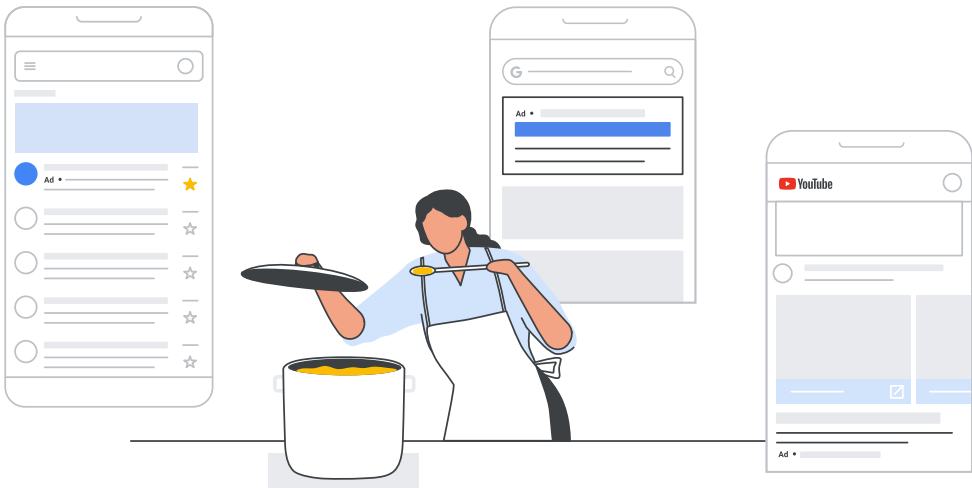
**Note:** Upload images as .jpg or .png with a maximum size of 5MB. Recommended images are optional, but will help your campaign stand out with excellent ad strength. Learn more [About Ad Strength for App Campaigns](#).

Videos

	Ratio	Recommended length	Quantity	Required
	Landscape 16:9	10-60 seconds	1-20 videos Recommended: 3	×
	Vertical 9:16	10-60 seconds	1-20 videos Recommended: 7	×
	Square 1:1	10-60 seconds	1-20 videos Recommended: 2	×

**Note:** Videos must be uploaded to YouTube before they can be used. Recommended videos are optional, but will help your campaign stand out with excellent ad strength. Learn more [About Ad Strength for App Campaigns](#).

Discovery/Demand Gen campaigns







Discovery/Demand Gen campaigns

Discovery/Demand Gen campaigns help you reach up to 2.9 billion people as they browse feeds on YouTube, check the Gmail Promotions and Social tabs, and scroll through Discover to catch up on their favorite topics.

Learn more about [Discovery & Demand Gen ads format requirements](#).

Text

	Type	Maximum length	Quantity	Required
	Final URL	2,048 characters	1 URL	✓
	Business name	25 characters	1 name	✓
	Call to action	Automated	1 call to action	✓
	Headlines	40 characters	1-5 headlines Recommended: 5	✓



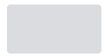
Descriptions

90 characters

1-5 descriptions  
Recommended: 3

✓

## Images


**Ratio**  
Landscape  
1.91:1

**Recommended size**  
1200 x 628 pixels  
(min 600 x 314 pixels)

**Quantity**  
1-20 images  
Recommended: 3
**Required**

✓


 Logo  
1:1

 1200 x 1200 pixels  
(min 144 x 144 pixels)

 1-5 images  
Recommended: 1

✓


 Square  
1:1

 1200 x 1200 pixels  
(min 300 x 300)

 1-20 images  
Recommended: 3

✓


 Portrait  
4:5

 960 x 1200 pixels  
(min 480 x 600 pixels)

 1-20 images  
Recommended: 3

✗

## Videos


**Ratio**  
Landscape  
16:9
**Recommended length**

10-60 seconds

**Quantity**

3 videos

**Required**

✗


 Vertical  
9:16 or 4:5

10-60 seconds

3 videos

✗



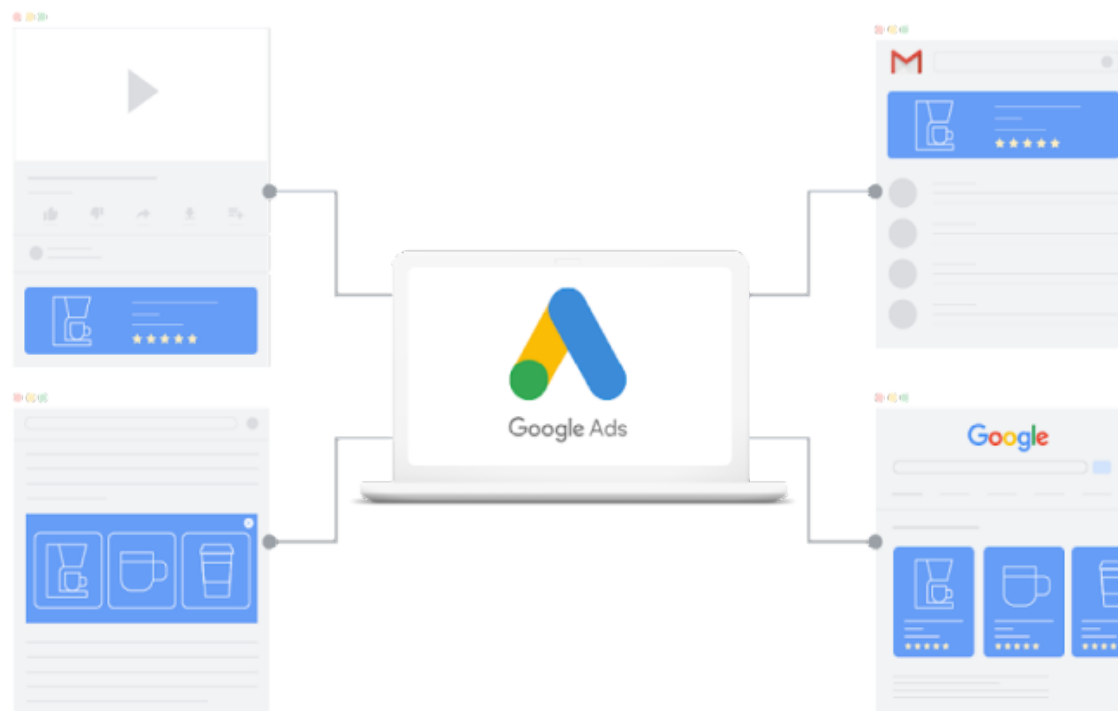
Square  
1:1

10-60 seconds

3 videos



## Display campaigns








### Responsive display ads





Responsive display ads are a form of asset-based ads. An asset is simply a part of an ad, such as a headline, description, image, or logo. To create asset-based ads, you'll provide: headlines, descriptions, images, and logos. Google uses machine learning algorithms to arrange these assets in countless combinations across the web, continuously optimizing for performance.

Learn more [About responsive display ads.](#)



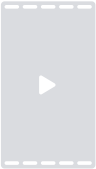
## Text

	Type	Maximum length	Quantity	Required
	Headlines	30 characters	1-5 headlines	✓
	Long headline	90 characters	1 headline	✓
	Descriptions	90 characters	1-5 descriptions	✓
	Business name	25 characters	1 name	✓
	Call to action	Automated	1 call to action	✓

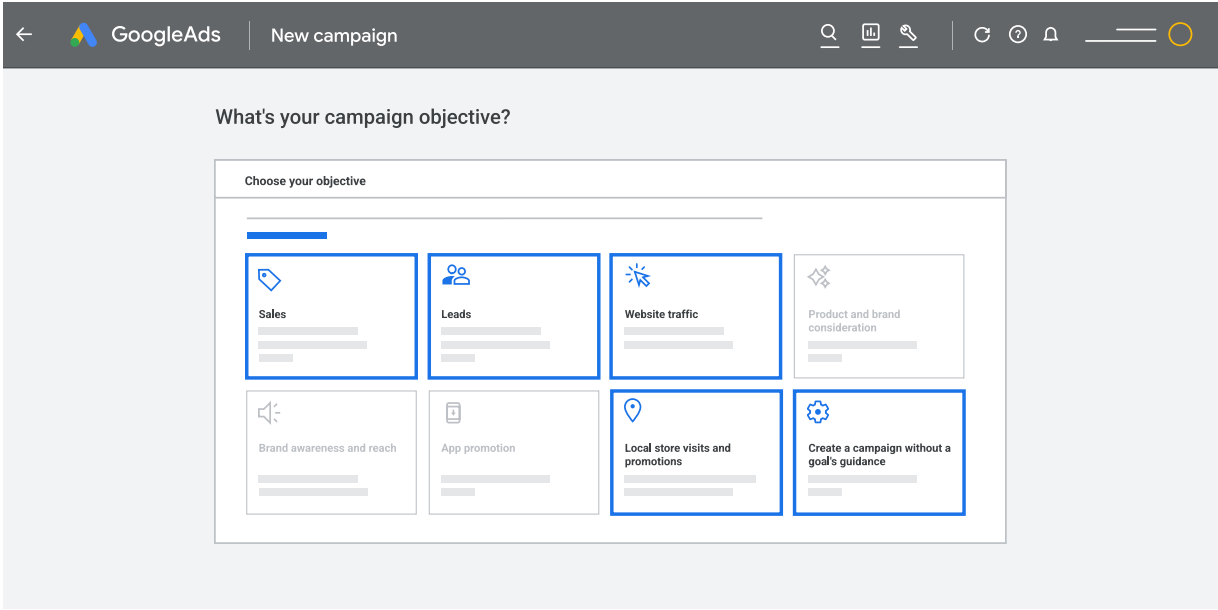
## Images

	Ratio	Recommended size	Quantity	Required
	Landscape 1.91:1	1200 x 628 pixels (min 600 x 314 pixels)	1-15 images Recommended: 5	✓
	Logo 1:1	1200 x 1200 pixels (min 128 x 128 pixels)	1-5 images Recommended: 1	✓
	Logo 4:1	1200 x 300 pixels (min 512 x 128 pixels)	1-5 images Recommended: 1	✗
	Square 1:1	600 x 600 pixels (min 300 x 300 pixels)	1-15 images Recommended: 5	✓

## Videos

	Ratio	Recommended length	Quantity	Required
	Landscape 16:9	Any Preferred: 30 seconds	1-5 videos Recommended: 2	×
	Square 1:1	Any Preferred: 30 seconds	1-5 videos Recommended: 2	×
	Vertical 2:3	Any Preferred: 30 seconds	1-5 videos Recommended: 2	×

Performance Max



Performance Max campaigns







Performance Max is a new goal-based campaign type that allows performance advertisers to access all of their Google Ads inventory from a single campaign. It's designed to complement your keyword-based Search campaigns to help you find more converting



customers across all of Google's channels like YouTube, Display, Search, Discover, Gmail, and Maps.

Learn more [About Performance Max campaigns](#).





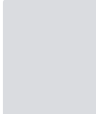
## Text

	Type	Maximum length	Quantity	Required
	Headlines	30 characters	3-15 headlines Recommended: 11	✓
	Long headline	90 characters	1-5 headlines Recommended: 2	✗
	Descriptions	90 characters	1-5 descriptions Recommended: 4	✓
	Business name	25 characters	1 name	✓
	Call to action	Automated	1 call to action	✓
	Final URL	2,048 characters	1 URL	✗

**Note:** If Final URL expansion is on, Google may replace your Final URL with a more relevant landing page based on the user's search query, and generate a dynamic headline, description, and additional assets to match your landing page content. Learn more [About automatically created assets](#).



## Images

Ratio	Recommended size	Quantity	Required
-------	------------------	----------	----------

	Landscape 1.91:1	1200 x 628 pixels (min 600 x 314 pixels)	1-20 images Recommended: 4	✓
	Square 1:1	1200 x 1200 pixels (min 300 x 300 pixels)	1-20 images Recommended: 4	✓
	Logo 1:1	1200 x 1200 pixels (min 128 x 128 pixels)	1-5 images Recommended: 1	✓
	Logo 4:1	1200 x 300 pixels (min 512 x 128 pixels)	1-5 images Recommended: 1	✗
	Portrait 4:5	960 x 1200 pixels (min 480 x 600 pixels)	1-20 images Recommended: 2	✗

**Note:** Upload images as .jpg or .png with a maximum size of 5MB. Some images are optional, but will help your campaign stand out with excellent ad strength.

## Videos

	Ratio	Recommended length	Quantity	Required
	Landscape 16:9	10 seconds or more	1-5 videos Recommended: 1	✗
	Square 1:1	10 seconds or more	1-5 videos Recommended: 1	✗



Vertical  
9:16

10 seconds or more

1-5 videos  
Recommended: 1



**Note:** If you don't add a video to your Performance Max asset group, then one or more videos may be auto-generated from the assets in your asset group. If you don't have a video asset and don't want to use the auto-generated videos, you can use the Google Ads video creation tool to create a video that you can use in your Performance Max campaign. Learn how to [Create a video using Asset library](#).

### Merchant Center product feed

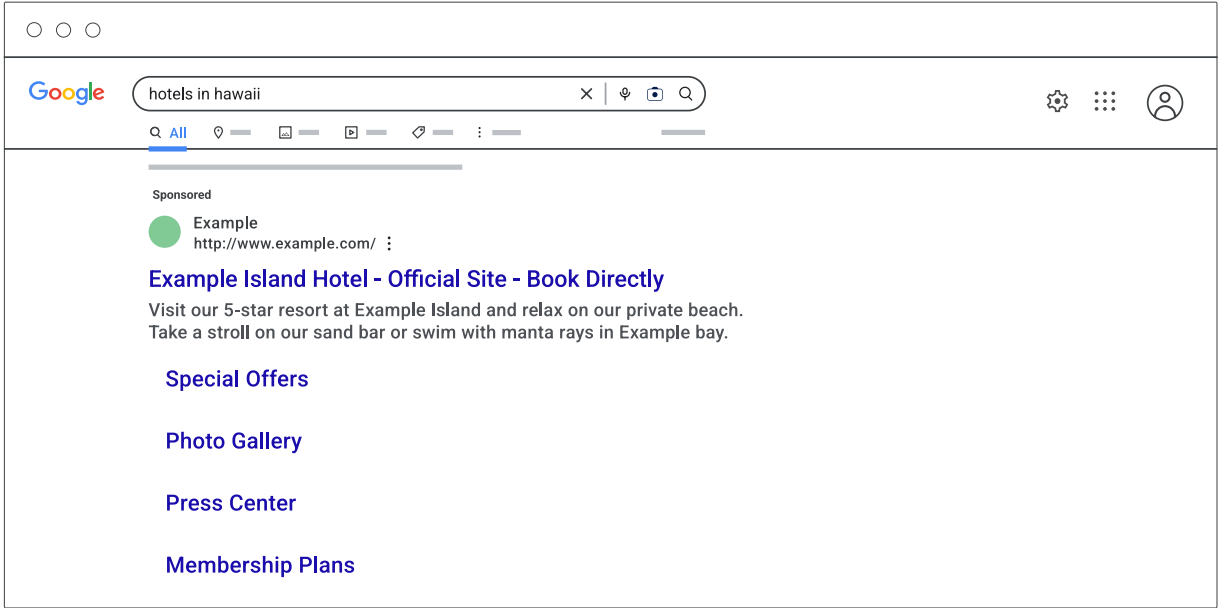
If you're a retailer, you can attach a Merchant Center feed to your Performance Max campaign to serve [Shopping Ads](#).

You can find more information about the specifications and best practices to improve your product feeds in the [Merchant Center Help Center](#):

- [Product data specification](#)
- [Best practices for product images](#)
- [Enhancing Shopping Ads with annotations and badges](#)

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### [Search campaigns](#)




Business information


Business information allows you to complement your existing desktop and mobile text ads with business assets like business name and business logo. These assets can help you better connect with new and existing customers by leveraging brand equity.

Learn more [About business information](#).

Text

	Type	Maximum length	Quantity	Required
	Business name	25 characters	1 name	✓

Images

	Ratio	Recommended size	Quantity	Required
	Logo 1:1	1200 x 1200 pixels (min 128 x 128 pixels)	1 image	✓

The screenshot shows the Google Ads 'New campaigns' interface. The top navigation bar includes the Google Ads logo and 'New campaigns'. The left sidebar has a list of options: 'Asset group' (selected), 'Name', 'Assets', and 'Audiences'. The main content area is titled 'Asset group' and contains several sections:





- Asset group name:** A text input field with a placeholder line.
- Assets:** A section with a toolbar containing icons for 'add a final URL', 'images', 'headlines', 'descriptions', and 'call-to-action'.
- Final URL:** A text input field with a placeholder line.
- Images:** A section with a '+ IMAGES' button.
- Headlines:** A section with a '+ HEADLINES' button.
- Descriptions:** A section with a '+ DESCRIPTIONS' button.
- Call-to-action:** A dropdown menu.
- Ad URL options:** A section with a placeholder line.
- Preview:** A section showing a mobile device displaying a Google search result with an ad.

## Ad assets



Assets are content pieces that make up your ad with useful business information—giving people more reasons to choose your business. Assets include the headlines, descriptions, links to specific parts of your website, call buttons, location information, and more that come together to make up the eventual ad format that is shown to a user.

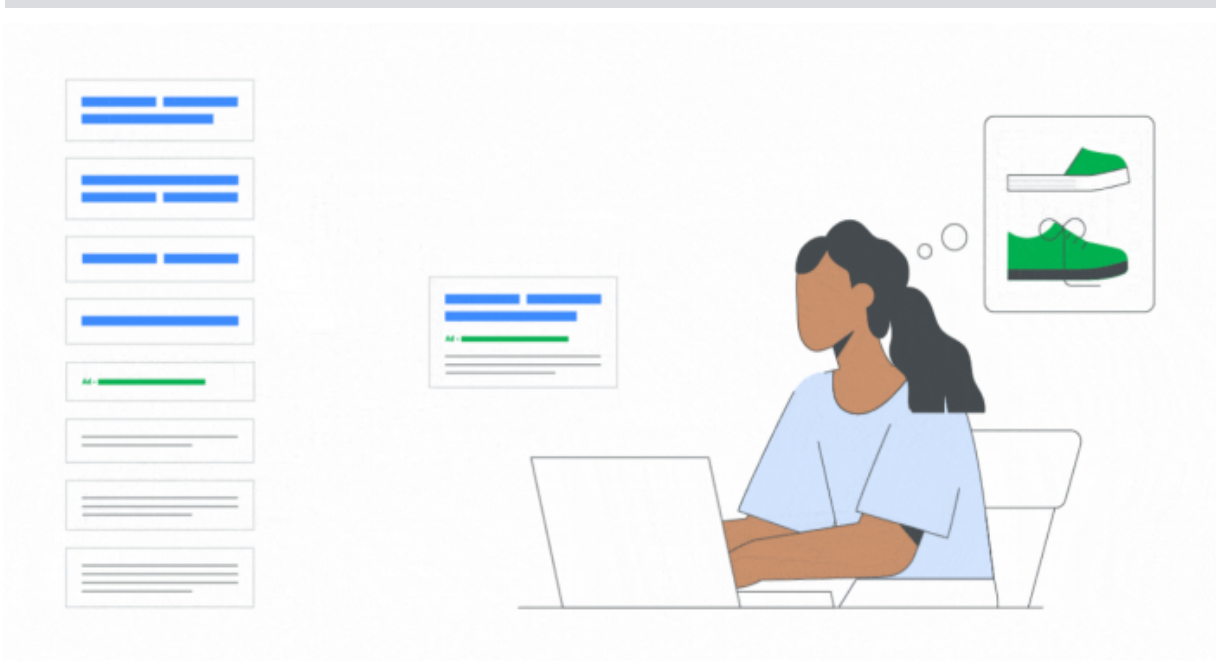
Learn more [About assets](#).

## Text

	Type	Maximum length	Quantity	Required
	Headlines	25 characters	1-20 headlines Recommended: 4	✓
	Final URL	2,048 characters	1 URL	✓
	Descriptions	90 characters	1-5 descriptions Recommended: 4	×
	Call to action	Automated	1 call to action	×

## Images

	Ratio	Recommended size	Quantity	Required
	Square 1:1	1200 x 1200 pixels (min 300 x 300 pixels)	1-20 images Recommended: 1	✓
	Landscape 1.91:1	1200 x 628 pixels (min 600 x 314 pixels)	1-20 images	×





Responsive search ads

Responsive search ads let you create an ad that adapts to show more relevant messages to your customers. Enter multiple headlines and descriptions when creating a responsive search ad, and over time, Google Ads automatically tests different combinations and learns which combinations perform best.

Learn more [About responsive search ads](#).

Text

	Type	Maximum length	Quantity	Required
	Headlines	30 characters	1-15 headlines	✓
	Descriptions	90 characters	1-4 descriptions	✓



Final URL

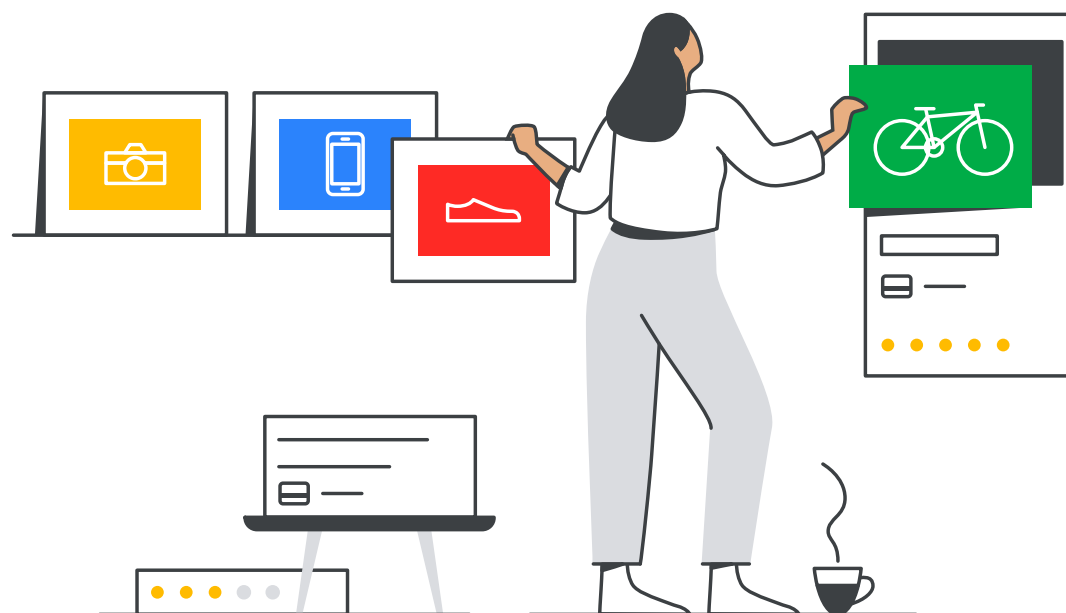
2,048 characters

1 URL



**Note:** Check out the [Search Automation technical guide](#) to learn more about the signals Google uses, how queries match to keywords, how automation makes keyword matching more effective, and what you can do to improve performance.

## Shopping ads



### About shopping ads

If you're a retailer, you can use [Performance Max campaigns](#) with a Google Merchant Center feed or [Shopping campaigns](#) to promote your online and local inventory, boost traffic to your website or local store, and find better qualified leads. To get started, you'll send us your product data with Merchant Center and create a campaign in Google Ads. Then, we'll use your campaign and product data to create ads on Google and in other placements around the web, depending on the campaign type. Shopping ads are one type of ad that can be created from your product data. In contrast to a text ad, which displays



text only, Shopping ads show users a photo of your product, plus a title, price, store name, and more. These ads give users a strong sense of the product you're selling before they click the ad, which gives you more qualified leads.

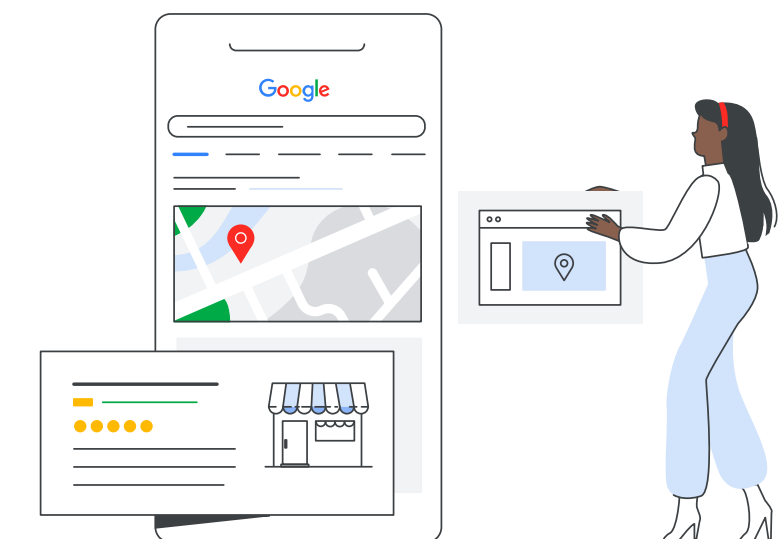
Learn more [About Shopping ads](#).

You can find more information about the specifications and best practices to improve your product feeds in the [Merchant Center Help Center](#):

- [Product data specification](#)
- [Best practices for product images](#)
- [Enhancing Shopping Ads with annotations and badges](#)

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## Travel

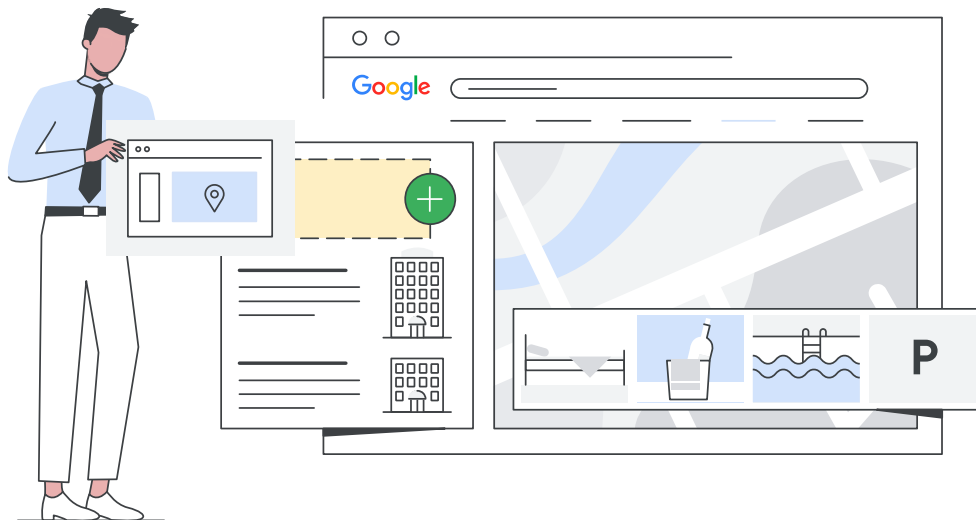


## Things to do

Things to do ads reach travelers when they're showing interest in a particular city or destination. Things to do campaigns simplify the advertising process by removing the need to create ads and target keywords within your campaign.

Learn more about [Things to do on Google](#).

**Note:** The Things to do platform is managed via developer integrations. Guidelines, getting started, and asset specifications can be found on the [developer documentation](#).



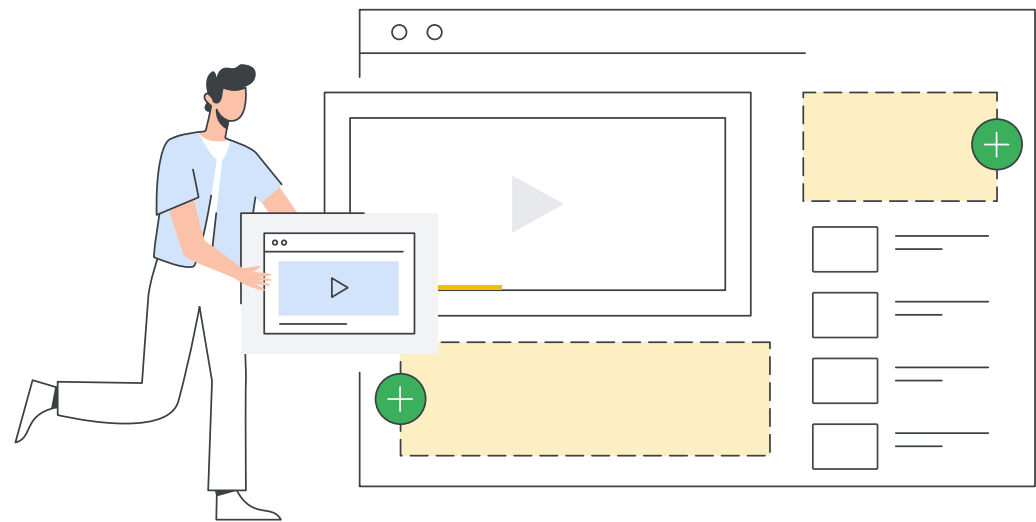
## Vacation Rentals

When users search for Vacation Rentals on Google Search or Maps, they'll be presented with a list of rental options that best fit their itinerary and needs.

Learn how to [Set up Vacation Rentals](#).

**Note:** Vacation Rentals are managed via Hotel APIs. Guidelines, getting started, and asset specifications can be found on the [developer documentation](#).

## Video campaigns





In-feed video ads

In-feed video ads place your brand, product, or service alongside YouTube content that is likely to be viewed by your target audience. In-feed video ads appear in YouTube search results, YouTube watch next, and the YouTube app Home feed.

Learn more about [In-feed video ads](#).

Video

	Ratio	Resolution	Recommended length
	Horizontal 16:9	1920 x 1080 pixels	15 seconds
	Vertical 9:16	1080 x 1920 pixels	15 seconds





Square  
1:1

1080 x 1080 pixels

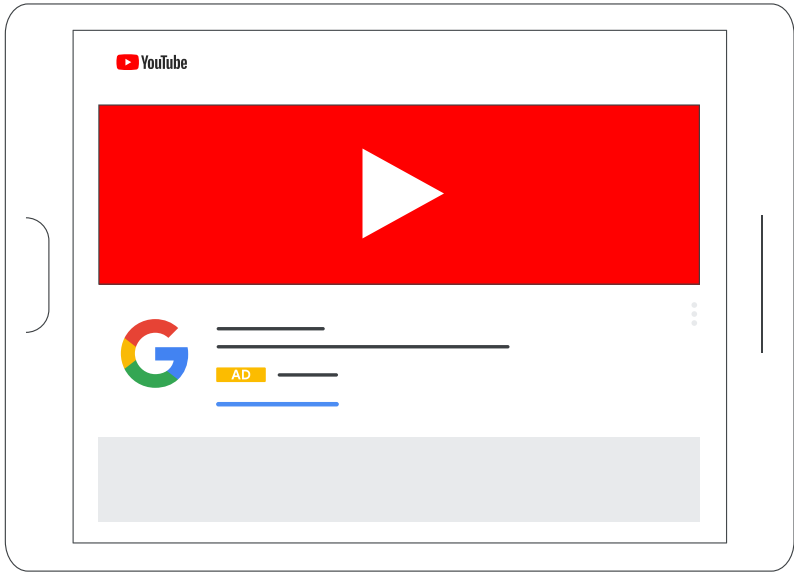
15 seconds

**Note:** It's recommended to upload videos with the .MPG (MPEG-2 or MPEG-4) format, although .WMV, .AVI, .MOV and .FLV .MPEG-1, .MP4, .MPEGPS, 3GPP, WebM, DNxHR, ProRes, CineForm & HEVC (h265) are also accepted. Files should be less than 256 GB. Audio files such as MP3, WAV, or PCM files are not accepted.

Text

	Type	Maximum length
	Headlines	2 lines
		40 characters per line
<hr/>		
	Descriptions	2 lines
		35 characters per line

**Note:** Headlines are excluded from desktop and TV watch page and may not show up on mobile. Descriptions don't appear on desktop watch page or on TV.



### YouTube Masthead

With YouTube Masthead, you can showcase your brand, product, or service in a native video-based ad format that appears in the YouTube Home feed across all devices.





Learn more about [YouTube Masthead](#).

### Video

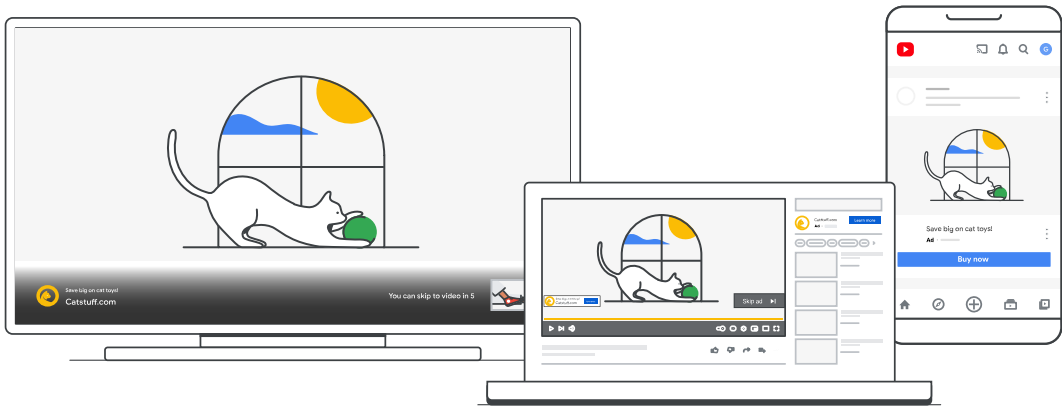
	Ratio	Resolution	Recommended length
	Horizontal 16:9	1920 x 1080 pixels	Any length

**Note:** It's recommended to upload videos with the .MPG (MPEG-2 or MPEG-4) format, although .WMV, .AVI, .MOV and .FLV .MPEG-1, .MP4, .MPEGPS, 3GPP, WebM, DNxHR, ProRes, CineForm & HEVC (h265) are also accepted. Files should be less than 256 GB. Audio files such as MP3, WAV, or PCM files are not accepted.

Text

	Type	Recommended length
	Headline	≤ 42 characters
<hr/>		
	Description	≤ 60 characters
<hr/>		
	Call to action	≤ 16 characters
<hr/>		
	Final URL	Any

**Note:** You can use the [YouTube Masthead Preview](#) to preview what your ad will look like on YouTube across desktop, mobile, and TV screens.






Video action campaigns

Video action campaigns are a simple and cost-effective way to drive more conversions on and off YouTube, all in a single automated campaign. In this article, you'll learn about the benefits of Video action campaigns and how Video action campaigns work.



Learn more about [Video action campaigns](#).




## Video

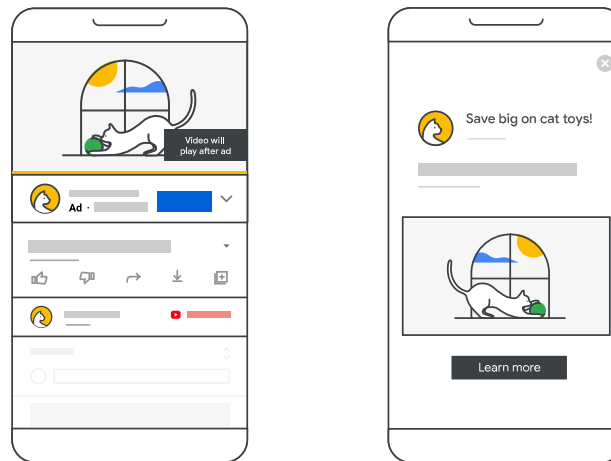
	Ratio	Resolution	Recommended length
	Horizontal 16:9	1920 x 1080 pixels	≥ 10 seconds
	Vertical 9:16	1080 x 1920 pixels	≥ 10 seconds
	Square 1:1	1080 x 1080 pixels	≥ 10 seconds

**Note:** It's recommended to upload videos with the .MPG (MPEG-2 or MPEG-4) format, although .WMV, .AVI, .MOV and .FLV .MPEG-1, .MP4, .MPEGPS, 3GPP, WebM, DNxHR, ProRes, CineForm & HEVC (h265) are also accepted. Files should be less than 256 GB. Audio files such as MP3, WAV, or PCM files are not accepted.

## Text

	Type	Maximum length
	Headline	15 characters
	Long headline	90 characters

	Description	70 characters
	Call to action	10 characters
	Final URL	Any



## Video reach campaigns




Video reach campaigns are the next generation of buying reach in Google Ads, making it easier to buy skippable in-stream ads, bumper ads, and non-skippable in-stream ads for your campaigns.

Learn more about [Video reach campaigns](#).


## Video

(Efficient Reach composition)

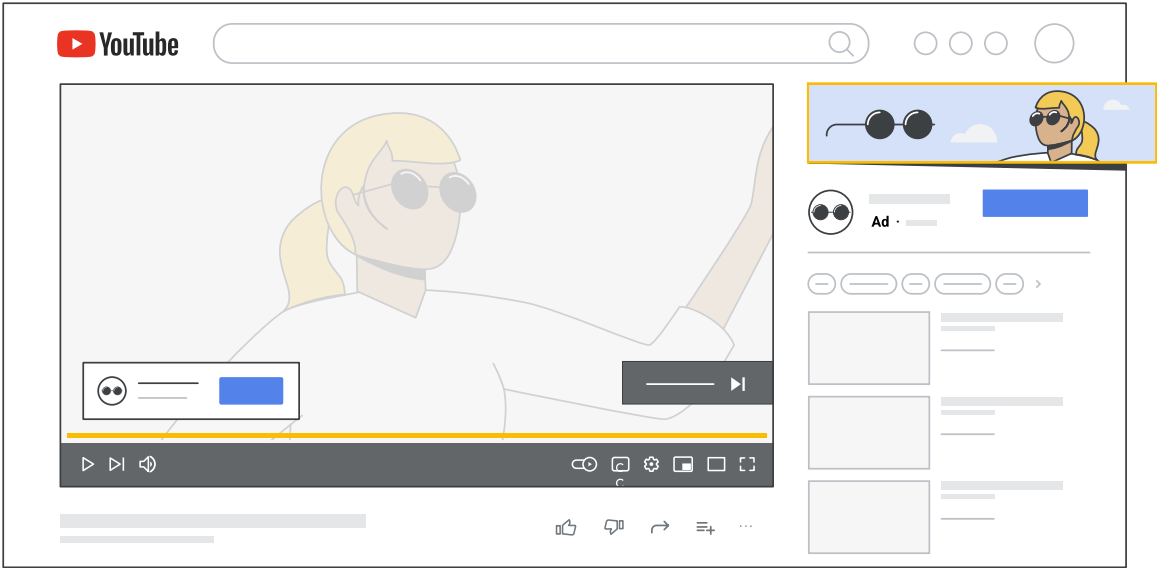


	Ratio	Resolution	Recommended length
	Horizontal 16:9	1920 x 1080 pixels	15 seconds (In-stream skippable, in-feed) and 6 seconds (Bumper)
	Vertical 9:16	1080 x 1920 pixels	6-60 seconds (Shorts)
	Square 1:1	1080 x 1080 pixels	6-60 seconds

(Target Frequency composition)

	Ratio	Resolution	Recommended length
	Horizontal 16:9	1920 x 1080 pixels	15 seconds (In-stream skippable, in-feed) and 6 seconds (Bumper)

**Note:** It's recommended to upload videos with the .MPG (MPEG-2 or MPEG-4) format, although .WMV, .AVI, .MOV and .FLV .MPEG-1, .MP4, .MPEGPS, 3GPP, WebM, DNxHR, ProRes, CineForm & HEVC (h265) are also accepted. Files should be less than 256 GB. Audio files such as MP3, WAV, or PCM files are not accepted.




Thumbnails and companion banners

Thumbnails and companion banners exist alongside your video ad and are consistent across campaign types. A companion banner appears next to your video ad on YouTube. You can either upload a custom image for the banner, or allow Google Ads to generate an image from your YouTube channel banner.

Learn how to [Create a companion banner for a video ad](#).

All thumbnails

	Ratio	Resolution	Format	File size
	Landscape 16:9	1280 x 720 pixels (min 1280 x 640 pixels)	.JPG, .GIF or .PNG	< 2MB for videos < 10MB for podcasts

All companion banners

Ratio	Resolution	Format	File size
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Landscape  
5:1

300 x 60 pixels

.JPG, .GIF or .PNG

< 150KB

**Note:** Companion banners are shown on desktop only.

## Need more help?

Try these next steps:

**Post to the help community**

Get answers from community members

**Contact us**

Tell us more and we'll help you get there