

Blog ► Google Advertising

YouTube Ad Specs in 2025: All Required and Recommended Ad Sizes



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With a massive global user base, YouTube is no doubt a powerful platform for businesses to reach their audience. Not so sure about **YouTube Ad Specs** and which one you should use for your ads? Don't worry, in this blog post, I'll keep you updated with the latest requirements from YouTube, and provide you with useful tips and tricks to boost your advertising.

QUICK SUMMARY

- Essential assets include video URL, final/display URL, banners, thumbnails, logos, and CTAs depending on ad format.
- Specs vary across 6 formats: Skippable, Non-Skippable, In-Feed, Bumper, Outstream, and Masthead.
- Each format has strict rules on resolution, length, size, aspect ratio, and text limits.
- Safe zones ensure logos and CTAs aren't blocked by overlays or buttons.
- Precision in meeting specs is key to running effective and high-quality YouTube ad campaigns.

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- **Assets Requirements for all YouTube ad formats & campaign types**
- **YouTube Ad specifications for each type**
- **Universally applicable safe zones for video ads**

Assets Requirements for all YouTube ad formats & campaign types

Navigating the world of **YouTube Ads** involves more than just creative content; other components also work, just like building blocks for your campaigns.

That's right, successful YouTube Ads hinge upon a comprehensive understanding of the requisite assets. Here's a breakdown of the essential assets and their specific requirements:

Asset	Requirements
YouTube Video URL	Add the link to your YouTube video. It must be public or unlisted and comply with Google Ads policies and YouTube Ads' requirements
Final URL	Ensure the URL users reach after clicking aligns with your ad content
Display URL	The website address visible in your ad should match the advertised site or page
Companion Banner (For desktop)	Enhance desktop ad appearance with a 300×60 JPEG, GIF, or PNG (150 KB max) companion banner
Channel name (For In-Feed Ads)	The name of your channel
Thumbnail (For In-Feed Ads)	A small preview as an idea of the video's content <ul style="list-style-type: none"> – Resolution: 1280 x 720px, 1280 x 640px (min) – Aspect ratio (16:9) – Format : .JPG, .GIF or .PNG – File size: Videos (<2MB); Podcasts (<10MB)
Logo (For Outstream Ads)	A logo is required for the Outstream ad campaign
Primary video layout (For Masthead Ads)	The way Masthead Ads appear on a compatible device. Either "Widescreen" or "Standard video size" can be used. Use YouTube Masthead Preview Tool to preview your assets.

Note: Further requirements may vary by different **YouTube ad types**. Make sure you've got all the necessary assets before you get into the details of all **YouTube ad specs**.

YouTube Ad specifications for each type

Mastering the specs of dimensions, length, size and so much more of your YouTube Ads using our comprehensive guide. I'll provide you with detailed specifications as well as extra notes for all 6 current **YouTube ad formats**.



Skippable
In-Stream Ads



Non-Skippable
In-Stream Ads



In-Feed
Video Ads



Bumper Ads



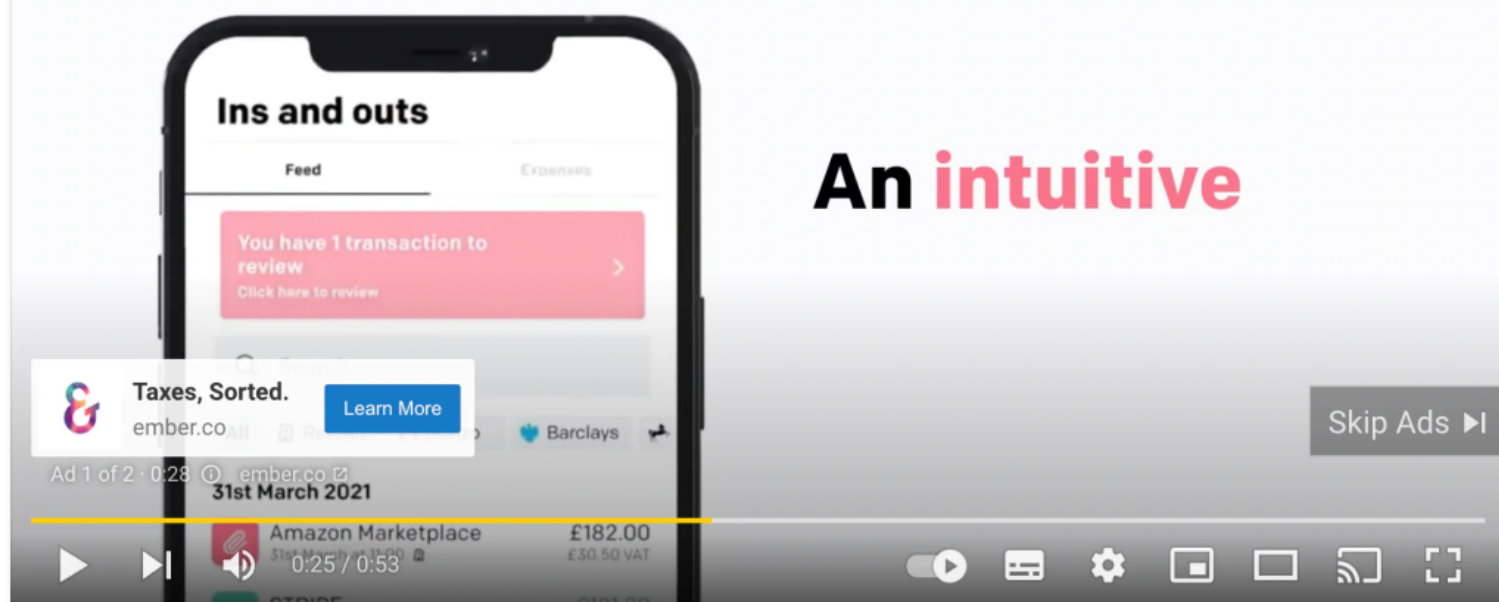
Outstream Ads



Masthead Ads

Skippable In-Stream Ads Specs

One of the 2 types of **in-stream video ads**, is a campaign that shows up within a video stream. Skippable in-stream ads play before, during, or after videos on websites or YouTube and apps on Google video partners.



They last for 11 seconds or longer and after 5 seconds, the viewer has the option to skip the ad and continue watching the video.

Here are the accepted **YouTube Ad Video Specs** for this type:

Resolution	SD, 720p (Standard HD), 1080p (Full HD)
Dimensions	<p>Minimum for HD:</p> <ul style="list-style-type: none"> - Horizontal: 1280 x 720 - Vertical: 720 x 1280 - Square: 480 x 480 <p>Minimum for SD:</p> <ul style="list-style-type: none"> - Horizontal: 640 x 480 - Vertical: 480 x 640 - Square: 480 x 480
Aspect ratios	<p>(For SD)</p> <p>Horizontal: 4:3</p> <p>Vertical: 2:3</p>
Formats	WMV, MOV, AVI, and FLV MPEG-1, MP4, 3GPP, MPEGPS, WebM, ProRes, DNxHR, CineForm & HEVC (h265)
Size	Any size
Length	Any length

Recommended specs:

Resolution	1080p (Full HD)
Dimensions	(For HD) Horizontal: 1920 x 1080 Vertical: 1080 x 1920 Square: 1080 x 1080
Aspect ratios	Horizontal: 16:9 Vertical: 9:16 Square: 1:1
Formats	MPG (MPEG-2 or MPEG-4)
Size	≤256 GB
Length	Marketing objective: – Awareness: 0:15 – 0:20 – Consideration: 2:00 – 3:00 – Action: 0:15 – 0:20
Headline/Description	≤15 characters

Note:

- For optimal quality, do not use SD.
- Audio files are not accepted: MP3, WAV, or PCM.
- Views count for YouTube only if the video exceeds 10 seconds.
- Optimal consideration lift with ad formats between 60 to 180 seconds.
- If you have a Call-to-action, the headline/description should be ≤10 characters.

Non-Skippable In-Stream Ads Specs

Very similar to skippable in-stream ads. **Non-skippable ads** also play before, during, or after videos on websites or YouTube and apps on Google video partners. The difference is that they only last for 15 seconds or less (20 – 30 seconds in some regions), and the viewer cannot skip the ad.



Demi Lovato - Tell Me You Love Me

94,464,371 views

1.7M 49K SHARE

Here are the accepted **YouTube Ad Video Specs** for this type:

Resolution	SD, 720p (Standard HD), 1080p (Full HD)
Dimensions	<p>Minimum for HD:</p> <ul style="list-style-type: none">- Horizontal: 1280 x 720- Vertical: 720 x 1280- Square: 480 x 480 <p>Minimum for SD:</p> <ul style="list-style-type: none">- Horizontal: 640 x 480- Vertical: 480 x 640- Square: 480 x 480
Aspect ratios	<p>(For SD)</p> <p>Horizontal: 4:3</p> <p>Vertical: 2:3</p>
Formats	AVI, WMV, MOV and FLV MPEG-1, MPEGPS, MP4, 3GPP, WebM, ProRes, DNxHR, CineForm & HEVC (h265)
Size	Any size
Length	15 – 30 seconds

Recommended specs:

Resolution	1080p (Full HD)
Dimensions	(For HD) Horizontal: 1920 x 1080 Vertical: 1080 x 1920 Square: 1080 x 1080
Aspect ratios	Horizontal: 16:9 Vertical: 9:16 Square: 1:1
Formats	MPG (MPEG-2 or MPEG-4)
Size	≤256 GB
Length	≤0:15 (0≤:20 in certain regions)
Headline/Description	≤15 characters

Note:

- It is recommended to not use SD for optimal quality.
- Audio files are not accepted: MP3, WAV, or PCM.
- If your ad is less than 6 seconds, it will run as a Bumper Ad.
- If you have a Call-to-action, the headline/description should be ≤10 characters.

In-Feed Video Ads Specs

YouTube In-Feed Video Ads are the clickable thumbnails that will appear under the YouTube search results, YouTube homepage, and also in the YouTube watch next feed.

In-Feed Ads include a headline and your brand name. You can promote any length of video content using this ad format. People have to actually click on the advertisement to view your video.

Here are the accepted **YouTube Ad Specs** for this type:

Resolution	SD, 720p (Standard HD), 1080p (Full HD)
Dimensions	Minimum for HD: <ul style="list-style-type: none">– Horizontal: 1280 x 720– Vertical: 720 x 1280– Square: 480 x 480 Minimum for SD: <ul style="list-style-type: none">– Horizontal: 640 x 480– Vertical: 480 x 640– Square: 480 x 480
Aspect ratios	Horizontal: 9:16 or 4:3 (SD) Vertical: 2:3 (SD)
Formats	MOV, WMV, AVI, and FLV MPEG-1, MP4, 3GPP, MPEGPS, WebM, ProRes, DNxHR, CineForm & HEVC (h265)
Size	Any size
Length	Any length
Headline	100 characters max
Description	Up to 2 lines with 35 characters max for each

Recommended specs:

Resolution	1080p (Full HD)
Dimensions	(For HD) Horizontal: 1920 x 1080 Vertical: 1080 x 1920 Square: 1080 x 1080
Aspect ratios	Horizontal: 16:9Square: 1:1
Formats	MPG (MPEG-2 or MPEG-4)
Size	≤256 GB
Length	Marketing objective: – Awareness: 15 – 20 seconds – Consideration: 2 – 3 minutes
Headline	Less than 40 characters per line for 2 lines
Description	Less than 35 characters per line for 2 lines

Note:

- It is recommended to not use SD for optimal quality.
- Audio files are not accepted: MP3, WAV, or PCM.
- Views count for YouTube only if the video exceeds 10 seconds.
- Video must be more than 12 seconds to use **YouTube Analytics**.
- On some devices, headlines with more than 25 characters might be shortened.
- The TV watch page and desktop do not contain headlines and descriptions.

Bumper Ads Specs

Bumper Ads are 6 seconds or less, they are also non-skippable in-stream ads that appear before, during, or after other videos on YouTube and Google video partners. They work with brand awareness and reach objectives. This type of short format works especially well on mobile as people often watch videos on the go.

These **YouTube Ad Specs** follow the same guidelines as Non-Skippable In-Stream Ads, except for:

Video length: 6 seconds (maximum).

Outstream Ads Specs

Outstream Ads are mobile ads. They'll exclusively appear on mobile websites or in mobile apps. They don't appear on YouTube at all, only on the Google video network. Outstream Ads will play automatically within content (with sound off) and they will generally start playing as someone is scrolling through the website or switching pages.

People have the option to click it and listen to the advertisement with sound enabled.

There are 3 subtypes of YouTube Outstream Ads:

- In-Page
- In-Banner
- In-Text

Note: A logo is required for this ad campaign. Follow these logo's guidelines:

Aspect ratios (Recommended)	Square: 1:1 (200 x 200px) with transparent background
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Formats

JPG, GIF, or PNG

Size

Maximum of 200KB

Accepted specs (The other specs are not mentioned as the ad is your original YouTube video):

Length

Any length

Headline

80 characters max

Description

100 characters max

Call-to-action

80 characters max

Note:

- For optimal quality, you should not use SD.
- Audio files are not accepted: MP3, WAV, or PCM.
- Views count for YouTube only if the video exceeds 10 seconds.
- Video must be more than 12 seconds to use YouTube Analytics.
- On some devices, headlines with more than 25 characters might be shortened.
- All headlines and descriptions are excluded from the TV watch page and desktop.

Masthead Ads Specs

Masthead Ads are the advertisements at the very top of the YouTube homepage and are available on desktops, mobiles, TV screens, and tablets. With Masthead Ads, you can't create campaigns that will allow you to run this video ad format directly through Google Ads. Instead, you actually have to go through a Google sales representative and purchase a Masthead Ad.



This ad type is definitely for large advertisers, such as a movie studio or big enterprises.

Here are the **YouTube Ad Specs** for this type:

Dimensions (Recommended)	1920 x 1080 or higher
Aspect ratio	Widescreen16:9 (this ratio allows to display more assets)
Length	The autoplay shouldn't be above 30 seconds
Headline	26 characters max Use YouTube Masthead Preview Tool for text length recommendations
Description	62 characters max
Call-to-action	10 characters max

Note:

- A chosen video automatically starts playing without sound for a maximum of 30 seconds at the top of YouTube’s homepage. Viewers have the option to click the mute icon to activate sound.
- The ad is presented in a widescreen or 16:9 format and once played, it reverts to its thumbnail.
- Clicking either the video or the thumbnail directs viewers to a full-screen viewing page.
- Call-to-action elements cannot be added to these TV screen Masthead ads.

Universally applicable safe zones for video ads

Overlays, CTAs, and buttons vary in position based on format, campaign type, and screen. Refer to these images to keep vital elements like your logo, product, and supers within the red safe area, preventing coverage in specific inventory.

Conclusion

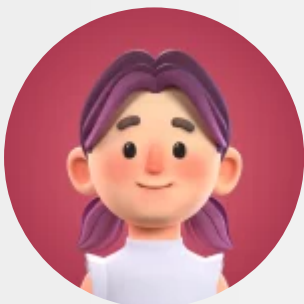
Crafting compelling ad campaigns goes beyond creativity; it's about details, and hopefully, our recommended **YouTube ad specs** can help you with that. As you optimize your ad length, size, and dimensions, remember that precision is the cornerstone of impactful advertising.

If you need more guidance on how to run your YouTube campaign effectively, don't hesitate to contact us for consultation, and we'll be happy to assist you with your advertising!

>>> Read more: [Top 20 Leading YouTube Ads Agencies \[Updated\]](#)

★★★★★ 4.7/5 - (6 votes)

Meet The Author



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Kaylin Hoang is an Ads expert at Mega Digital, passionate about crafting data-driven strategies that deliver real results. Her insightful advice helps businesses maximize ROAS and thrive in the digital landscape.

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