

AdReach Creative Specifications



Non-animated image ads

File type	. JPEG .JPG .PNG .GIF
File size	150 KB or smaller
Image size	Vertical rectangle: 240 x 400 Mobile leaderboard: 320 x 50 Banner: 468 x 60 Leaderboard: 728 x 90 Square: 250 x 250 Small square: 200 x 200 Large rectangle: 336 x 280 Inline rectangle: 300 x 250 Skyscraper: 120 x 600 Wide skyscraper: 160 x 600 Half-page: 300 x 600 Large leaderboard: 970 x 90 Large mobile banner: 320 x 100 Billboard: 970 x 250 Portrait: 300 x 1050

Animated image ads

File type	.GIF
File size	150 KB or smaller
Image size	Banner: 468 x 60 Leaderboard: 728 x 90 Square: 250 x 250 Small square: 200 x 200 Large rectangle: 336 x 280 Inline rectangle: 300 x 250 Skyscraper: 120 x 600 Wide skyscraper: 160 x 600 Half-page: 300 x 600 Large leaderboard: 970 x 90 Large mobile banner: 320 x 100 Billboard: 970 x 250 Portrait: 300 x 1050
Animation length and speed	Animation length must be 30 seconds or less Animations can be looped, but the animations must stop after 30 seconds Animated GIF ads must be slower than 5 FPS

We would strongly recommend providing at least the 300x250, 160x600, 728x90

Content Requirements

Graphical layout

Ads must take up the entire space of the image size that you've chosen, and they can't appear sideways or upside down. Ads can't be segmented, contain multiple copies of themselves within the ad or appear to be more than one ad. Google also doesn't allow ads that expand beyond the frame or otherwise encroach on the website or app.

Note that in each image ad, we include a small informational graphic overlay. We will not resize your image to accommodate this element. Your ad should always be submitted in the full original format size and take this overlay element into account. If the ad that you submit is resized in advance, there may be extra white space visible when your ad is displayed. You can preview how your ad will appear with this overlay during the ad creation process when creating a standard image ad or a template image ad in the Ad gallery.

Relevance and Quality

Image ads must be relevant to the advertised site or app. Ad images must be clear and recognisable, with legible text. We don't allow unclear, blurry or unrecognisable images to be used in ads.

Strobing and flashing

Google doesn't allow strobing, flashing backgrounds or otherwise distracting ads.

Mimicking site content, news articles or text ads

Google doesn't allow ads that mimic publisher content or layout or news articles and features. Ads may also not contain screenshots of Google AdWords text ads or otherwise simulate an AdWords text ad in any way.

Family status

Google assigns a [family status](#) to all ads to make sure that ads are shown to an appropriate audience. Image ads and the content that they point to must be "family safe". Any image ads and their associated websites or apps cannot contain "non-family" or "adult" content.

(For full and up to date creative specs please visit tinyurl.com/AdReachSpecs)