ADWORDS CREATIVE SPECIFICATIONS

ADWORDS BANNER AD CREATIVE REQUIREMENTS

468×60

728×90

120 x 600

160 x 600
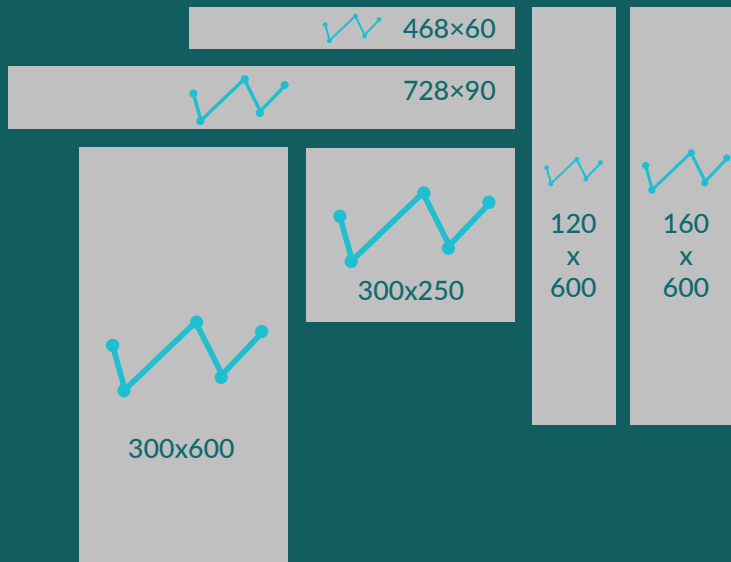
300x250

300x600

File type
.jpeg, .jpg, .png, and .gif formats

File size
All image files must be 150KB or smaller

Image sizes
468×60
728×90
300×250
120×600
160×600
300×600

GSP SINGLE SPONSORED PROMOTION CREATIVE REQUIREMENTS

HEADLINE

Content goes here.

Call to Action Button

File type
.jpeg, .jpg, .png, and .gif formats (non-animated)

File size
All image sizes must be 800KB or smaller

Image (upload)
[300px to 650px} x [300px to 1000px]

Headline
up to 25 characters

Content
up to 1024 characters

Call-to-action button
up to 20 characters

BEST PRACTICES

Try to keep text to about 20% of the overall banner space or less
Convey a clear message and include competitive advantages, benefit statements, etc;
Have a very clear call to action ie/ Start Your Free Trial!, Free Download, Get Started!

Obility
we know b2b