

Master Creative Brief

Designers can use the following specifications to create assets for various platforms, including Google Search, Display and Performance Max. These specs will include dimensions, file size limits, recommended naming conventions and more.

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Google Display Ads & General Banner Ads

Google Display largely conforms to the standards set by the Interactive Advertising Bureau (iab.com). While IAB goes into significant detail on Fixed Size Ad Sizes, we'll focus on the specs laid out by Google, which are easy to understand and to conform to.

Banner Sizes

These are ordered by frequency¹, aka commonality (how often they are served up compared to the other banner ad sizes). We've ordered it this way for designers who have limited time and/or budget, and need to focus on just the most-common ad sizes. If that's the case, consider starting at the top and working your way down to at least the Smartphone Banner..

Ad Name	Ad Dimensions	Max File Size	Frequency
Medium Banner	300x250	150kb	40%
Leaderboard	728x90	150kb	25%
Wide Skyscraper	160x600	150kb	25%
Smartphone Banner	320x50	150kb	n/a
Large Rectangle	336x280	150kb	<1%
Skyscraper	120x600	150kb	<1%
Square	250x250	150kb	<1%
Full Banner	468x60	150kb	<1%

Naming Conventions

We highly recommend including the client name (or shortcode), the dimensions and if need be, notations about the concept or variation. For instance: **clientname-concept1-300x250a.jpg**

Notes

- File sizes must be under 150 KB
- Each ad needs the brand logo & a Call To Action (such as Book Now or Learn More)
- If the background is light colored, it requires a border
- Brand Names not owned by your company or client cannot be in the ads or they will be disapproved.
- Calls To Action cannot use a play symbol; however, an open arrow (>) can be used.

¹ <https://www.match2one.com/blog/standard-banner-sizes/>

Google Responsive Display

Responsive Display is a Google ad product where we upload a number of different graphic and text assets, allowing Google to algorithmically combine those assets, delivering them across various placements to target audiences.

Image Sizes and Ad Copy

Ad Name	Size Ratio	Ad Dimensions	Quantity	Max File Size
Landscape image	1.91:1	1200 x 628 (Minimum: 600 x 314)	Minimum: 1 Maximum: 15 Images total	5120kb (5MB)
Square image	1:1	1200 x 1200 (Minimum: 300 x 300)	Minimum: 1 Maximum: 15 Images total	5120kb (5MB)
Square Logo	1:1	1200 x 1200 (Minimum: 128 x 128)	Minimum: 1 Maximum: 5 logos total	5120kb (5MB)
Landscape Logo	4:1	1200 x 300 (Minimum: 512 x 128)	Minimum: 0 Maximum: 5 logos total	5120kb (5MB)
Short Headlines	n/a	30 characters	Minimum: 1 Maximum: 5	n/a
Long Headlines	n/a	90 characters	Minimum: 1 Maximum: 1	n/a
Descriptions	n/a	90 characters	Minimum: 1 Maximum: 5	n/a

Google Performance Max

Performance Max (aka PMAX) is Google's omnichannel product, currently in beta. It combines various text and visual assets algorithmically, delivering permutations of ads on a wide number of channels, including TV. Following are the basic specifications for inclusion in Performance Max.

Note there is a minimum 1 Landscape image, 1 Square image and 1 Square logo (see Quantity column). The images themselves cannot have the logo burned in - Google will algorithmically add in the logo depending on the channel and template it selects. We can accommodate a number of additional assets beyond the minimum.

PMAX does allow for video, in the form of existing YouTube URLs - if no URLs are provided, Google may create videos based on the Image, Logo and Text assets provided.

Ad Name	Size Ratio	Ad Dimensions	Quantity	Max File Size
Landscape image	1.91:1	1200 x 628 (Minimum: 600 x 314)	Minimum: 1 Maximum: 15	5120kb (5MB)
Square image	1:1	1200 x 1200 (Minimum: 600 x 600)	Minimum: 1 Maximum: 15	5120kb (5MB)
Portrait image	4:5	960 x 1200 (Minimum: 480 x 600)	Minimum: 0 Maximum: 15	5120kb (5MB)
Square Logo	1:1	1200 x 1200 (Minimum: 600 x 600)	Minimum: 1 Maximum: 5	5120kb (5MB)
Landscape Logo	4:1	1200 x 300 (Minimum: 512 x 128)	Minimum: 0 Maximum: 5	5120kb (5MB)
Video (YouTube URL)	n/a	n/a	Minimum: 0 Maximum: 5	n/a
Headlines	n/a	30 characters	Minimum: 3 Maximum: 5	n/a
Long Headlines	n/a	90 characters	Minimum: 1 Maximum: 5	n/a
Short Descriptions	n/a	60 characters	Minimum: 1 Maximum: 5	n/a
Descriptions	n/a	90 characters	Minimum: 0 Maximum: 5	n/a

For the text assets above, we can provide our client with a Google sheet template to populate, upon request. In most cases, we will go ahead and pull content from two sources: the client's Responsive Search Text Ads and the client website itself, adjusting for character counts. This keeps the messaging very consistent and on brand.

Google Search - Image Extension

Google's Image Extension may accompany Google Search text ads and YouTube Search ads, with the potential of increasing clickthrough rate significantly.

Ad Name	Size Ratio	Ad Dimensions	Quantity	Max File Size
Landscape image	1.91:1	1200 x 628 (Minimum: 600 x 314)	Minimum: 0 Target: 3 Maximum: 10	5120kb (5MB)
Square image	1:1	1200 x 1200 (Minimum: 300 x 300)	Minimum: 1 Target: 3 Maximum: 10	5120kb (5MB)

Notes

- File formats: PNG, JPG, static GIF
- Image Safe: Put important content in the center, 80% of the image.
- NO text or graphic overlay including brand logos

Naming Conventions

Replace "abc" with the client's name or shortcode, use 1, 2, 3, etc to distinguish different images:

Landscape image: abc-landscape-extension-1.jpg

Square image: abc-square-extension-1.jpg



noise cancelling headphones



Ad · <https://www.bestbuy.com/>

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Find The Perfect **Noise-Cancelling Headphones** For Your Lifestyle. Shop At Best...

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5 Best Headphones 2022 - Noise Cancelling Headphones

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★★★★★ Rating for bestreviews.com: 5.0 - 154 reviews



Google Video Reach Campaigns

Entering 2024, Video Reach Campaigns are the next generation of brand reach and exposure. Utilizes bumper ads, skippable in-stream ads, non-skippable in-stream ads, in-feed ads and YouTube Shorts ads.

Feature	Specifications
Headline	Max 90 characters
Description	Max 70 characters
Display URL	Max 255 characters
Call-to-action (optional)	Max 10 characters Optional max 15 character headline that accompanies the CTA

Video	Recommended	Can also accept	Callouts
Resolution	1080p (Full HD) Recommended pixels (px) for HD: 1920 x 1080px (horizontal) 1080 x 1920px (vertical) 1080 x 1080px (square)	720p (Standard HD) Minimum px: 1280 x 720px (horizontal) 720 x 1280px (vertical) 480 x 480px (square)	For optimal quality, SD is not recommended. Minimum px for SD: 640 x 480px (horiz) 480 x 640px (vert) 480 x 480px (sq)
Aspect ratio	16:9 for horizontal 9:16 for vertical 1:1 for square	4:3 (SD) for horizontal 2:3 for vertical	For optimal quality, SD is not recommended.
Format	.MPG (MPEG-2 or MPEG-4) 256GB File Size	.WMV, .AVI, .MOV and .FLV .MPEG-1, .MP4, .MPEGPS, 3GPP, WebM, DNxHR, ProRes, CineForm & HEVC (h265)	YouTube will not accept audio files like MP3, WAV, or PCM files.
Efficient reach composition	Recommended orientations and best practice ad lengths: (1) horizontal :15 and (1) horizontal :06 (1) vertical :06-:60	For the most efficient reach, deploy all of the following: Skippable in-stream: Any length Bumper: Any length <:06 In-feed video: Any length Shorts video: Any length (recommend vertical)	Following recommended orientations and ad lengths allows you to run across all eligible inventory
Target frequency composition	Recommended orientations and best practice ad lengths: At least (1) horizontal :15 and (1) horizontal :06	When increasing frequency of ads shown, target composition as follows: Skippable in-stream: Any length, horiz. Non-skippable in stream: :06-:15, horiz. Bumper: ≤:06, horizontal	

Social Media Content

Accompanying a blog post or website content with social media assets is a must for reaching your audience and ensuring content isn't created and posted in a vacuum. Following are some recommended asset types and specifications.

Image Name	Platform	Image Dimensions	Format	Max File Size
Square Pull Quote	multiple	800x800	JPG	<300kb recommended
Square Social Post	multiple	800x800	JPG	<300kb recommended
Shared Post	FB/IG/LI	1200x630	JPG	<300kb recommended
Instagram Story	IG	1080x1920	JPG	<300kb recommended

Notes

Square Pull Quote - consider creating "pull quotes" (short impactful quotes) from the content to which you're linking from social media. This can be accompanied by a small brand logo.

Square Social Post - similar to the pull quote, create a square social post that includes the Post Title or an abbreviated version of it. A small logo is appropriate.

Shared Post - this is the image that accompanies a Share from a website. For instance, click the Facebook Share button at the bottom of a blog post and the preview of the Share will contain this image, which can be either (1) pulled automatically from the post's header image or (2) can be defined explicitly in the website's content management system.

Instagram Story - a vertical-oriented image formatted for an Instagram Story.

Naming Conventions

Replace "abc" with the client's name or shortcode:

Square Pull Quote: abc-keyword-quote-social-800sq.jpg

Square Social Post: abc-keyword-title-social-800sq.jpg

Shared Post: abc-keyword-title-social-1200x630.jpg

Instagram Story: abc-keyword-ig-story-1080x1920.jpg

More about these images in our Explainer here:

<http://clients.tribalcore.com/assets/tc-about-blog-social-images.pdf>