

AD SPECS GUIDE

The Complete Guide to Ad Specs

Creative requirements and best practices for every channel we run.

In this guide

Best practices | Display | Video & Streaming TV | YouTube | TikTok | Facebook & Instagram | Streaming Audio

CREATIVE BEST PRACTICES

Why strong creative matters

Even with perfect targeting, weak ads limit results. Great creative boosts performance, engagement, and return on your investment.

When should I update my ads?

We recommend refreshing your creative every **4–6 weeks** to avoid ad fatigue. Fresh messaging keeps click-through rates up and performance steady.

How we optimize your campaign

Automatically, as needed

- Turn off low-performing ad groups
- Adjust bids by device performance
- Remove underperforming audiences
- Increase bids on top browsers and placements

With your approval

- Add new creative or more ad sizes
- Set up site retargeting (pixel required)
- Enable conversion tracking (pixel required)
- Adjust location or audience targeting
- Allow gaming sites and apps

Creative dos and don'ts

Do

- ✓ Use clear, concise messaging
- ✓ Add your logo and reflect your brand
- ✓ Use bold, emotional visuals (joy, trust, nostalgia)
- ✓ Speak to your audience's values
- ✓ Use short, impactful testimonials
- ✓ Include a strong, easy-to-see call to action

Don't

- ✗ Forget a strong call to action
- ✗ Mix messages: focus on one idea per ad
- ✗ Overcrowd with text or images
- ✗ Use QR codes (in most cases)
- ✗ Use small text: test it on a phone
- ✗ Make ads look too different from your website

Awareness CTAs	“Learn More,” “Explore,” “Discover,” “Check Out”
Conversion CTAs	“Shop Now,” “Sign Up,” “Save Today,” “Book Now”

DISPLAY AND DEVICE ID ADS

Display ads can be delivered as image files, third-party HTML or JavaScript ad tags from supported ad servers, or HTML5 creatives.

Image ads

Best sizes	Display: 160x600, 300x250, 728x90, 300x600. Mobile: 300x50, 320x50.
Other sizes	1000x90, 1020x250, 120x240, 120x60, 120x600, 125x125, 180x150, 230x600, 250x250, 300x240, 320x250, 400x400, 468x60, 600x75, 970x250, 980x250, 994x250, and more
File types	JPG, PNG, or GIF
Max file size	150 KB
Quality	Clear, relevant, and fills the entire ad space, with legible text
Orientation	No sideways or upside-down images, and no split or repeated copies in one ad
Background	Partially black or white backgrounds need a visible contrasting border
Click action	Clicking the ad must open a new page
Animation	Up to 15 seconds of looping, then static

Video inside display placements

In-banner video	50 KB initial load, 2 MB for secondary files. Play, pause, mute, and unmute controls required.
Click-to-start	No length limit. Must go to a landing page when the video ends.
Auto-start	15 seconds max, muted unless moused over. Needs a clickable static 300x250 fallback image.

HTML5 ads

Restrictions	No dynamic or expandable creatives. Must degrade gracefully if a feature isn't supported.
Size meta tag	`<meta name="ad.size" content="width=300,height=250"/>`
Backup image	Required for users with JavaScript disabled
File sizes	Initial load 300 KB max (200 KB recommended), subload 600 KB, total 5 MB
Packaging	One root HTML file plus assets in a ZIP up to 10 MB and 100 files. HTML, JS, CSS, MP4, JPG, GIF, PNG, SVG allowed.
Click tags	Case-sensitive. Must open the landing page in a new window. Multiple click-through URLs are allowed.

Third-party ad tags are accepted from most major ad servers, including Google (DoubleClick), Adform, AdRoll, OpenX, and others. Full list on request.

PROGRAMMATIC VIDEO, DEVICE ID VIDEO, AND STREAMING TV

File types	MP4, MOV, WEBM, FLV, MPG, MPEG
Max file size	200 MB
Dimensions	16:9 at 1920x1080 (required for Streaming TV). 4:3 at 640x480 also accepted for online video.
Bitrate	15 Mbps or higher recommended to run on all inventory
Length	:15 or :30 seconds recommended. 5–60 seconds accepted. Live Sports and major events: 15 or 30 seconds max.
Frame rate	30 FPS, constant frame rate

Companion banners (optional)

Display images that run alongside your video. 300x250 is required if you provide companions. Also accepted: 728x90, 320x50, 160x600, 300x600, 300x50, 320x480, 468x60, 970x250, in JPG, GIF, or PNG.

YOUTUBE

Hosting	Upload to your YouTube channel and send the full video URL (no short links). Embedding must be on, and the video set to Public or Unlisted.
Resolution	1920x1080 (16:9) recommended. 1280x720 minimum.
Formats	MP4 (H.264 video, AAC audio, 128 kbps+) preferred. MOV, AVI, and WMV accepted.
Skippable ads	15–30 seconds ideal. Viewers can skip after 5 seconds, and you're not charged if they skip.
Bumper ads	6 seconds max. Can't be skipped.

TIKTOK

Made for TikTok

- Shot vertically (9:16) at 720p or higher
- Uses sound or music
- Text and visuals stay in TikTok's safe zones
- Feature real people: creators, staff, or customers
- Look native and casual, not overly polished
- Tap into trends and challenges

Hook viewers fast

- First 3 seconds: introduce your product or value
- First 6 seconds: a strong hook
- Captions or on-screen text throughout
- End with a clear call to action
- Must-haves: logo, on-screen copy, product details, landing page, approved music
- Helpful: voice-over, example ads you like, product photos or video

FACEBOOK AND INSTAGRAM

Your monthly budget determines which formats are available and how many ads you can run.

	Starter	Standard	Plus	Premium
Max ads	2	4	6	10+
Single image	Yes	Yes	Yes	Yes
Video	Yes	Yes	Yes	Yes
Carousel	Yes	Yes	Yes	Yes
Slideshow	No	Yes	Yes	Yes
Dynamic ads	No	Yes	Yes	Yes
Dynamic retargeting	No	Yes	Yes	Yes
Collection / Instant	No	No	No	Yes

Budget tiers increase from Starter to Premium. Ask us which tier fits your plan.

Single image	JPG or PNG, 30 MB max. 1080x1080 (1:1) recommended, with little to no text on the image.
Video	MP4, MOV, or GIF, 4 GB max. 15 seconds recommended. 4:5 recommended (9:16 and 16:9 supported), at least 1080p. Captions recommended.
Carousel	2–10 images or videos, each with its own link. 1080x1080 (1:1) minimum.
Slideshow	A video made from 3–10 images or clips, up to 15 seconds.
Dynamic ads	Requires a product catalog (or BigCommerce, Magento, WooCommerce, or Shopify) and the Meta Pixel on your site.
Collection	Lets people browse and buy inside the app: storefront, lookbook, customer acquisition, or storytelling templates.
Copy limits	Body text 125 characters, headline 40, description 30 (20 for carousels). Collection: 90 and 25.

STREAMING AUDIO

File types	MP3, M4A, or WAV
Bitrate	192 kbps minimum (most publishers accept 128–196 kbps)
Max file size	500 MB
Length	15 or 30 seconds (60 accepted but not recommended)
Companion banner	Optional. 300x250 JPG or PNG, 150 KB max.
Third-party tags	VAST 2.0 preferred, with both MP3 and OGG files. We can't lower the bitrate of third-party-hosted audio.

Not allowed in audio ads

- Online gambling promotions (brick-and-mortar is OK)
- Violence, hate speech, or adult themes
- Explicit language or simulated cursing
- Fake clicks, pop-ups, or code execution
- Spelling errors in companion banners or copy

No creative yet?
We'll build it to spec.

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