

GrowthTrack Ad Specs

Google Ads

Image sizes we accept:

- 300 x 250
- 160 x 600
- 728 x 90

There are additional ad sizes acceptable to Google; however, we prefer these.

File types we accept: jpeg, png, jpg, gif

File sizes we accept: 150kb or less

Most common content restrictions:

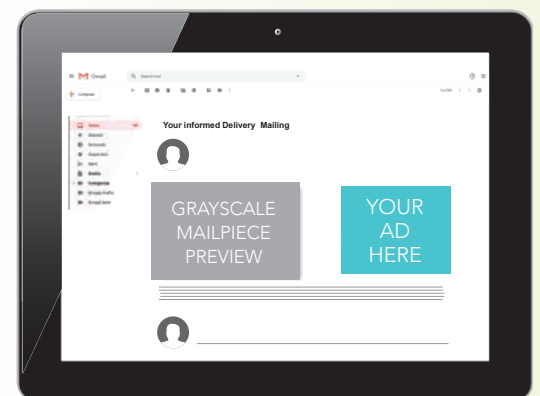
- No all white or all black backgrounds—need an outline to differentiate the ad from the web page
- Animation in any animated ads must be limited to 30 seconds or less
- Can't say "click here"
- Avoid excess exposed skin, including shoulders

GIF: Same specs and cannot move more than 5 frames per second

Reference:

<https://support.google.com/adwordspolicy/answer/176108?hl=en>

Google ads must have company name and/or logo or will be disapproved/rejected by Google.



Informed Delivery® Ads

What we accept:

- 300x200
- Just 1 image

Try this overlay tool to see how good your ad will work!
<http://www.social-contests.com/check-image/>

Facebook Ads

What we accept:

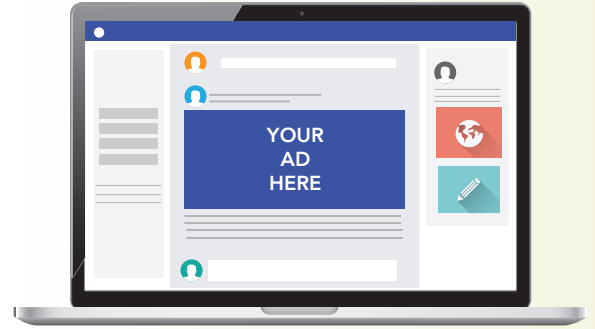
- Ad Size: 1200 x 628 pixels
- File types accepted: jpeg, jpg, png

Facebook display recommendations:

- Image Ratio: 1.9:1
- Text: 90 characters
- Your image should include minimal text
- Headline: 25 characters
- Link Description: 30 characters

Content restrictions:

No more than 20% of ad can be text



Facebook Video Ads

Design Recommendations

Upload the highest resolution source video available without letter or pillar boxing (no black bars). Most file types are supported. However, we recommend H.264 compression, square pixels, fixed frame rate, progressive scan, and stereo AAC audio compression at 128kbps+.

View a chart of the different video requirements across ad placements below:

<https://www.facebook.com/business/m/one-sheeters/video-requirements>

Recommended Resolution: Upload the highest resolution video available that meets file size and ratio limits.

- Video Ratio: 9:16 to 16:9
- Video File Size: 4GB max
- Video Length Minimum: 1 second
- Video Length Maximum: 240 minutes
- Video Captions: Optional but recommended
- Video Sound: Optional but recommended
- Text: 125 characters
- Headline: 25 characters
- Link Description: 30 character

Content restrictions:

Video thumbnail images that consist of more than 20% text may experience reduced delivery.

Learn more about text: https://www.facebook.com/business/help/980593475366490?ref=ads_guide

Vertical videos (with aspect ratio taller than 2:3) may be masked to 2:3.



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