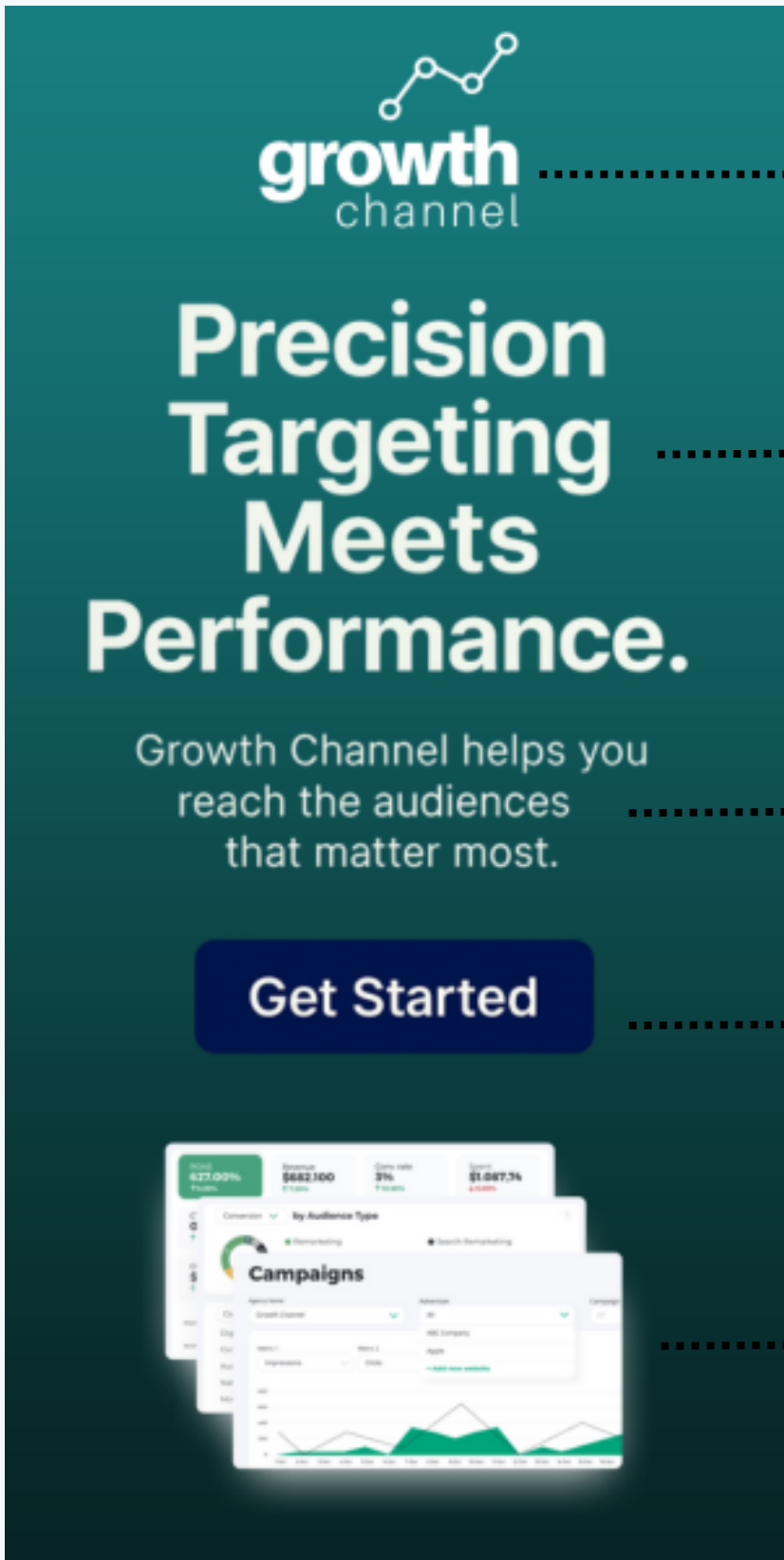


Banner Ad Best Practices



Include Company Logo

Concise Messaging:

- Keep text short and scannable; users should understand your message in 2–3 seconds.
- Focus on a single value proposition or offer.

Offer Clarity:

- Highlight discounts, promotions, or key benefits clearly.
- Avoid vague messaging (“Click here” without context).

Include ‘Clickable’ CTA

Imagery of your product



Desktop Display

Sizes to Focus On: 300x250, 728x90, 160x600, 300x600

Additional Sizes: 970x250, 336x280, 468x60, 120x600, 180x150, 250x250, 234x60, 970x90, 200x200, 300x1050



Mobile Display

Sizes to Focus On: 300x50, 320x50

Additional Sizes: 728x90, 300x250, 360x640, 320x480, 216x36, 120x20, 168x28, 480x320, 768x1024, 120x240



Creative Ad Specs by Channel



Desktop Display

Suggested Starting Sizes: 300x250, 728x90, 160x600, 300x600

Additional Sizes: 970x250, 336x280, 468x60, 120x600, 180x150, 250x250, 234x60, 970x90, 200x200, 300x1050



Mobile Display

Suggested Starting Sizes: 300x50, 320x50,

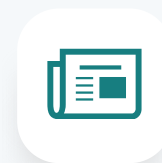
Additional Sizes: 728x90, 300x250, 360x640, 320x480, 216x36, 120x20, 168x28, 480x320, 768x1024, 120x240



Digital Out of Home

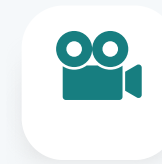
1400x400, 840x400, 1200x400, 1920x1080, 1080x1920, 2160x3840, 1024x768, 1280x720, 2048x768, 1080x1440, 1920x960, 2560x720

Video: Suggested 5s-15s length



Native

Native image 1600x1200, 1200x1200, 1600x1600
Ad Creative Name, Image Name, Headline, Subtitle,
Sponsored by



Online Video

1920x1080, 1920x800, 1280x720, 854x480, 1024x768, 640x380, 640x480, 640x360, 480x360, 320x240, 300x250

.flv, .mp4, .avi, wmv, .mpeg1/2, .webm or .mov files (1GB max)

Min 6s video, Max 120s video



Audio

Audio files must be .wav, .mp3, or .ogg.

Companion banners must be .gif, .jpg, or .png 300x250, 728x90, 300x50, 320x50, 500x500, 540x640, 640x640

15s, 30s, and 60s spots available



CTV

1920x1080, 1920x800, 1280x720, 854x480, 1024x768, 640x380, 640x480, 640x360, 480x360, 320x240, 300x250

.flv, .mp4, .avi, wmv, .mpeg1/2, .webm or .mov files (1GB max)

6s, 15s, 30s, and 60s spots available



.jpg, .png, or .gif only (3.5 MB max)
Multiple files can be uploaded in a .zip (4MB max)
All animations must stop after 15 seconds

Other formats include HTML5 and Ad Tags.
Visit GrowthChannel.io/Help resources for more information,
or contact Hello@GrowthChannel.org

Creative Ad Specs by Channel



Meta

Images

Aspect Ratio: 1:1 (square), 4:5 (vertical), 9:16 (full-screen vertical)

Resolution: 1080x1080, 1080x1920, 1080x1350

File Type: JPG or PNG

File Size: Max 30MB

Videos

Aspect Ratio: 1:1 (square), 4:5 (vertical), 9:16 (full-screen vertical)

Resolution: 1080x1080, 1080x1920, 1200x628

File Type: MP4 (recommended for highest quality), MOV, or GIF

Duration: 1s - 241 min, 6-15s creatives recommended

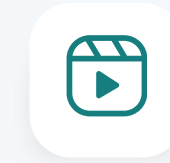
File Size: Max 4GB

Text/Copy

Primary Text: Up to 125 characters recommended (2,000 character limit max)

Headlines: Up to 5 headlines with 255 character max

Description (Optional): Recommended less than 30 characters



YouTube

Skippable in-stream ads

Creative: Youtube link to video

Headline: Max 15 characters

Non-skippable in-stream ads

Ad Formats: Bumper Ads (6s), Standard non-skippable (7-15s), 30 second non-skippable (CTV)

Creative: Youtube link to video

Headline: 15 characters recommended

In-Feed Video Ads

Creative: Youtube link to video

Headline: 2 headlines available, up to 40 characters

Descriptions: 2 descriptions available, up to 35 characters

Companion Banners

Resolution: 300x60

File Size: Max 150KB

Type: JPEG, GIF, or PNG (GIF frame rate less than 5 frames per second)

Compatible with Skippable, Non-Skippable and Bumper Ads

