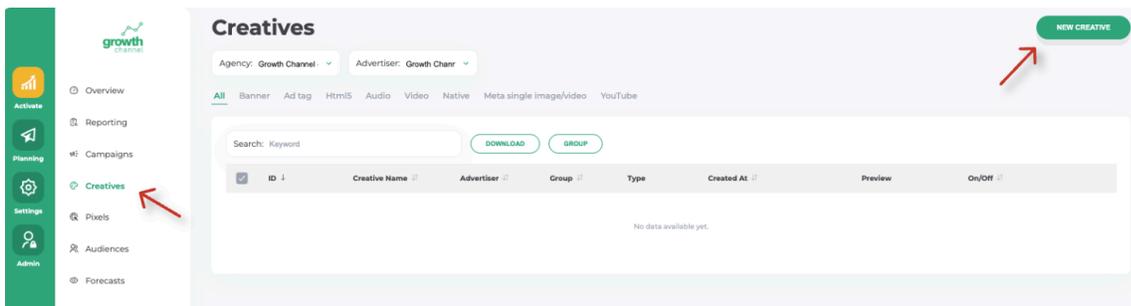




# Adding Creative

## Step 1: Navigate to the Creative Section

Select "New Creative" to start

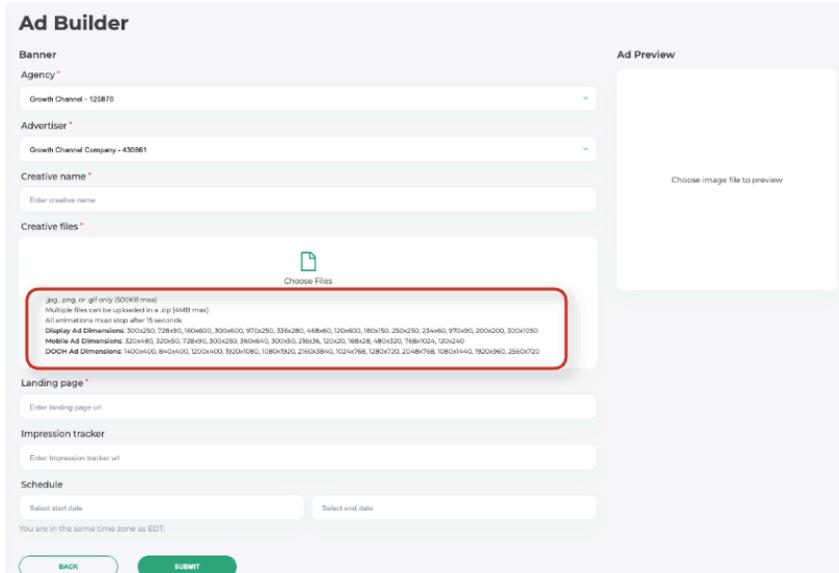


## Step 2: Select which type of creative you'd like to upload



## A few examples:

### Banner



The screenshot shows the 'Ad Builder' interface. On the left, there are several input fields: 'Agency' (Growth Channel - 125870), 'Advertiser' (Growth Channel Company - 430961), 'Creative name' (with a placeholder 'Enter creative name'), and 'Creative files' (with a 'Choose Files' button). Below these is a red-bordered box containing technical specifications: 'jpg, png or gif only (500KB max)', 'Multiple files can be uploaded in a zip (5MB max)', 'All animations must stop after 15 seconds', 'Display Ad Dimensions: 300x250, 728x90, 160x60, 300x60, 970x250, 336x280, 468x60, 120x60, 160x50, 250x250, 234x60, 970x90, 200x200, 300x100', 'Mobile Ad Dimensions: 320x100, 320x50, 728x90, 300x250, 300x60, 300x40, 300x40, 280x68, 320x40, 198x98, 480x220, 768x102, 120x40', and 'DOOH Ad Dimensions: 1400x100, 840x100, 1200x100, 1500x100, 1600x100, 2160x3840, 1024x768, 1280x720, 2048x768, 1080x1440, 1920x960, 2560x720'. Below this are fields for 'Landing page' (placeholder 'Enter landing page url'), 'Impression tracker' (placeholder 'Enter impression tracker url'), and 'Schedule' (with 'Select start date' and 'Select end date' buttons). At the bottom are 'BACK' and 'SUBMIT' buttons. On the right, the 'Ad Preview' section shows a placeholder 'Choose image file to preview'.

### Creative Name

- Advertiser - Theme - Channel
  - Ex. Growth Channel - Calling all Media Buyers - Display

### Landing Page

- Pro tip: Add UTM parameters to your landing page URL for more accurate tracking

### Schedule

- Enter creative-specific flight dates here if they differ from the overall campaign.

Once all required fields are completed, click Submit. Your banner creative is now ready for use!

### Meta single video/image

**Meta single video/image**

**Agency \***  
Growth Channel - 125870

**Advertiser \***  
Growth Channel Company - 430861

**Creative name \***  
Enter creative name

**Creative files \***  
Upload image or video  
**Creative Sizes:** 1080x1080, 1080x1920, 1200x628  
Choose Files

**Primary text \***  
Enter primary text

**Headline \***  
Enter headline

**Description**  
Enter description

**Call to action \***  
Select call to action

**Landing page \***  
Enter landing page

**Display url**  
Enter display url

[BACK](#) [SUBMIT](#)

**Required Fields for Meta Ads:**

- Primary Text: 125 character limit
- Headline: 40 character limit
- Description : 27 character limit
- Call to Action
- Landing Page

Once all required fields are filled out, click Submit. Your Meta creative is now ready to use!

<https://www.growthchannel.com/knowledge-center-secondary/adding-creative>