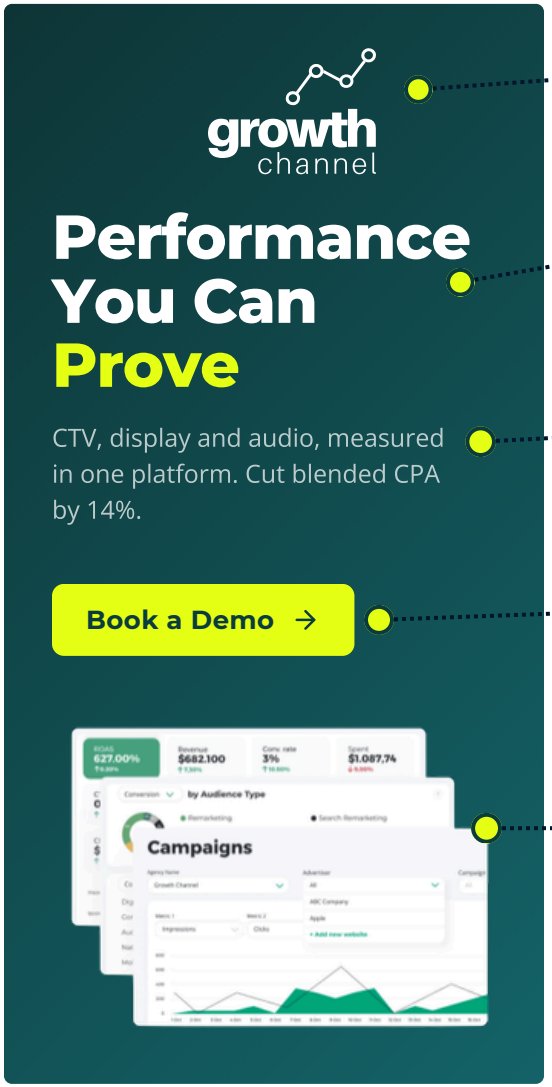
Banner Ad Best Practices



SAMPLE 300×600

01 Include your company logo
Make the brand recognisable at a glance, even if the viewer never clicks.

02 Keep messaging concise
Short, scannable text that lands in 2–3 seconds. Focus on a single value proposition or offer.

03 Make the offer clear
Call out discounts, promotions or key benefits plainly. Avoid vague lines like "Click here" with no context.

04 Include a clickable CTA
A button-style call to action that tells people exactly what happens next.

05 Show your product
Real product imagery builds trust and shows what you're offering faster than copy can.

Desktop Display

SIZES TO FOCUS ON

300×250 · 728×90 · 160×600 · 300×600

ADDITIONAL SIZES

970×250 · 336×280 · 468×60 · 120×600 · 180×150 · 250×250 · 234×60 · 970×90 · 200×200 · 300×1050

Mobile Display

SIZES TO FOCUS ON

300×50 · 320×50

ADDITIONAL SIZES

728×90 · 300×250 · 360×640 · 320×480 · 216×36 · 120×20 · 168×28 · 480×320 · 768×1024 · 120×240

Creative Ad Specs by Channel

Desktop Display

SUGGESTED STARTING SIZES

300×250 · 728×90 · 160×600 · 300×600

ADDITIONAL SIZES

970×250 · 336×280 · 468×60 · 120×600
180×150 · 250×250 · 234×60 · 970×90
200×200 · 300×1050

Mobile Display

SUGGESTED STARTING SIZES

300×50 · 320×50

ADDITIONAL SIZES

728×90 · 300×250 · 360×640 · 320×480
216×36 · 120×20 · 168×28 · 480×320
768×1024 · 120×240

Native

IMAGE SIZES

1200×627 · 600×600 · 800×600
300×169

REQUIRED FIELDS

Image or video · Logo · Headline & body
"Sponsored by" · CTA · URL

Full requirements on page 03

Online Video

SIZES

1920×1080 · 1920×800 · 1280×720
854×480 · 1024×768 · 640×380
640×480 · 640×360 · 480×360 · 320×240
300×250

Files .mp4 .mov .webm .avi .wmv .flv .mpeg1/2
Max 1GB
Length 6s min · 120s max

CTV

SIZES

1920×1080 · 1920×800 · 1280×720
854×480 · 1024×768 · 640×380
640×480 · 640×360 · 480×360 · 320×240
300×250

Files .mp4 .mov .webm .avi .wmv .flv .mpeg1/2
Max 1GB
Spots 6s · 15s · 30s · 60s

Digital Out of Home

SIZES

1400×400 · 840×400 · 1200×400
1920×1080 · 1080×1920 · 2160×3840
1024×768 · 1280×720 · 2048×768
1080×1440 · 1920×960 · 2560×720

Video Suggested length 5–15s

Audio

Files .wav · .mp3 · .ogg
Spots 15s · 30s · 60s

COMPANION BANNERS (.GIF .JPG .PNG)

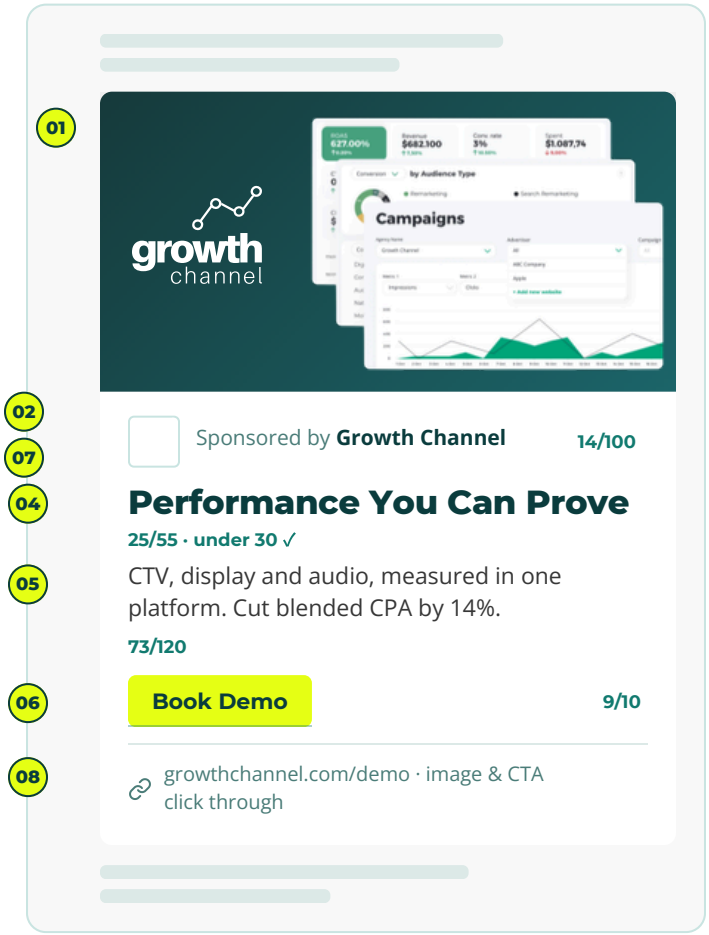
300×250 · 728×90 · 300×50 · 320×50
500×500 · 540×640 · 640×640

File Requirements

- ✓ Display files: .jpg, .png or .gif only (3.5MB max)
- ✓ Upload multiple files in one .zip (4MB max)
- ✓ All animations must stop after 15 seconds
- ✓ HTML5 and ad tags also accepted

Native Creative Requirements

EXAMPLE · IN-FEED NATIVE PLACEMENT



03 Running native video? It takes the image slot (01): MP4 or WebM, 16:9, uploaded directly.

ASSET / FIELD	REQUIREMENTS	NOTES
01 **Native image**	1200×627, 600×600, 800×600 or 300×169 px. JPG or PNG. 3 MB max; 750 KB optimal.	No GIFs. Ideally no text overlay (under 30% is generally OK). 72 PPI min; 144 PPI recommended.
02 **Brand logo / icon**	300×300 px. JPG or PNG. 350 KB max.	Square, on a white background. Rendering varies by publisher.
03 **Native video**	MP4 or WebM. 150 MB max. 5s–5 min (5–30s recommended). 16:9 recommended; 4:3 supported.	VAST tags not supported. Direct upload only.
04 **Headline**	5–55 characters incl. spaces.	Under 30 recommended. Chinese/Japanese: 20.
05 **Body**	5–120 characters incl. spaces.	Chinese/Japanese: 57.
06 **Call to action**	Up to 10 characters.	Keep it short for best rendering.
07 **Sponsored By / Brand name**	Up to 100 characters.	Chinese/Japanese: 16. Rendering varies by publisher.
08 **Destination URL**	Required.	The image / click area should lead here.

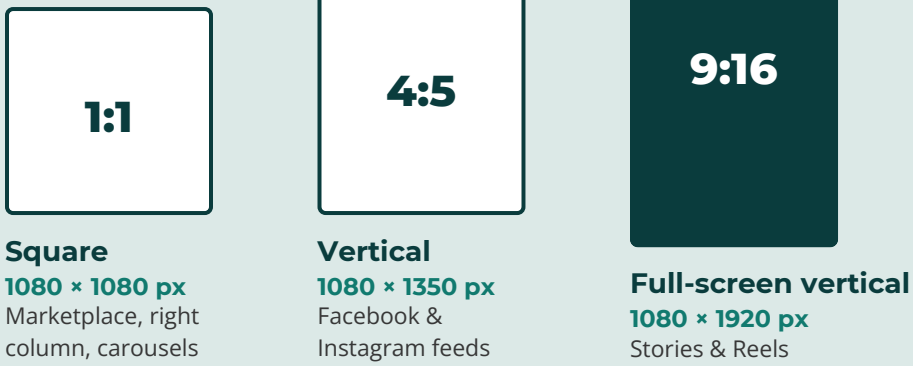
✓ No GIFs for native images ✓ No VAST tags for native video ✓ Under 30% text on images

Meta Creative Specs

NEW · REQUIRED

Every Meta creative must include all three sizes

Meta is moving all campaigns to automated placements, so ads can appear across any of its placements and individual placements can no longer be selected. Supplying all three sizes keeps your ad displaying correctly wherever it runs.



Square
1080 × 1080 px
Marketplace, right column, carousels

Vertical
1080 × 1350 px
Facebook & Instagram feeds

Full-screen vertical
1080 × 1920 px
Stories & Reels

Images

Sizes	1080×1080, 1080×1350 and 1080×1920 (all three required)
File type	JPG or PNG
File size	30MB max

Videos

Sizes	1080×1080, 1080×1350 and 1080×1920 (all three required)
File type	MP4 (recommended for best quality), MOV or GIF
Length	1s – 241 min · 6–15s recommended
File size	4GB max

Text & Copy

Primary text	Up to 125 characters recommended (2,000 max)
Headlines	Up to 5, 255 characters max each
Description	Optional · under 30 characters recommended

YouTube Creative Specs

Skippable In-Stream Ads

Creative	YouTube link to video
Headline	15 characters max

Non-Skippable In-Stream Ads

Formats	Bumper (6s) · Standard non-skippable (7–15s) · 30s non-skippable (CTV)
Creative	YouTube link to video
Headline	15 characters recommended

In-Feed Video Ads

Creative	YouTube link to video
Headlines	2 available, up to 40 characters each
Descriptions	2 available, up to 35 characters each

Companion Banners

Size	300×60
File type	JPEG, PNG or GIF (GIF under 5 frames per second)
File size	150KB max
Works with	Skippable, non-skippable and bumper ads

Not sure which sizes you need?

Our team can check your creative against these specs before launch.

Hello@GrowthChannel.org →