

CPHERE

Cphere Creative Specifications

Publication 1 / Published 2026-08-01 / acb463cf697b04e9

TikTok

Last verified: 2026-07-31

WHAT TO SEND CPHERE

- Final platform-ready creative
- Approved copy and CTA
- Destination URL and tracking parameters
- Brand and legal requirements

Video / VIDEO

In-Feed

CROSS-PLATFORM RECOMMENDATION

Cphere cross-platform guidance: when TikTok In-Feed and Meta Reels are both selected, provide a 1080x1920 9:16 MP4 master as the shared delivery starting point; validate each placement's exact requirements separately. (Cphere recommendation; not a platform requirement.)

SAFE-ZONE GUIDANCE

Keep key text and logos inside the safe zone. The available area varies by aspect ratio, caption length, and interactive add-ons; use the matching official template or platform preview before delivery.

[RECOMMENDED] Aspect ratio: 9:16 - Vertical is the platform-recommended orientation.

[RECOMMENDED] Minimum dimensions: 540x960 - Vertical recommendation; horizontal and square use different minimum dimensions.

[REQUIRED] Duration: 5-60 seconds

[REQUIRED] Accepted file types: MP4, MOV, MPEG, 3GP

[REQUIRED] Maximum file size: 500 MB

[REQUIRED] Minimum bitrate: 2500 kbps

[RECOMMENDED] Recommended duration: 9-15 seconds

Google Search

Last verified: 2026-07-31

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Responsive Search Ad / SEARCH_COPY

Search Results

[REQUIRED] Headline character limit: 30 characters

[REQUIRED] Headline count: 1-15

[REQUIRED] Description character limit: 90 characters

[REQUIRED] Description count: 1-4

[PLACEMENT DEPENDENT] Final URL character limit: 2048 characters - The reviewed responsive-search table does not mark this row as required.

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Google Display

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Uploaded Display / STATIC_IMAGE

Display Network

[REQUIRED] Accepted dimensions: 200x200, 240x400, 250x250, 250x360, 300x250, 336x280, 580x400, 120x600, 160x600, 300x600, 300x1050, 468x60, 728x90, 930x180, 970x90, 970x250, 980x120, 300x50, 320x50, 320x100 pixels

[REQUIRED] Accepted file types: GIF, JPG, PNG

[REQUIRED] Maximum file size: 150 KB

[PLACEMENT DEPENDENT] Animated GIF total duration: 30 seconds

Responsive Display / RESPONSIVE_DISPLAY

Display Network

[PLACEMENT DEPENDENT] Image asset requirements: verification required - Not specified in the reviewed source excerpt; confirm placement-specific current documentation.

[PLACEMENT DEPENDENT] Copy asset requirements: verification required - Not specified in the reviewed source excerpt; confirm placement-specific current documentation.

YouTube

Last verified: 2026-07-31

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Video / VIDEO

Video Ads

SAFE-ZONE GUIDANCE

Overlays, calls to action, and buttons vary by format and device. Keep important elements within the official red safe area and use the official horizontal, vertical, or square template that matches the delivery asset.

[RECOMMENDED] Recommended resolution: 1920x1080 horizontal, 1080x1920 vertical, 1080x1080 square

[RECOMMENDED] Recommended aspect ratio: 16:9 horizontal, 9:16 vertical, 1:1 square

[REQUIRED] Accepted file types: MPG, WMV, AVI, MOV, FLV, MPEG-1, MP4, MPEGPS, 3GPP, WebM, DNxHR, ProRes, CineForm, HEVC

[REQUIRED] Maximum file size: 256 GB

[PLACEMENT DEPENDENT] Duration by ad format and campaign type: verification required - Not specified in the reviewed source excerpt; confirm placement-specific current documentation.

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Meta Reels

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Reels / SHORT_FORM_VIDEO

Facebook and Instagram Reels

CROSS-PLATFORM RECOMMENDATION

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SAFE-ZONE GUIDANCE

Keep logos, captions, and calls to action clear of interface overlays. Exact pixel bounds require placement-specific verified evidence.

[RECOMMENDED] Aspect ratio: 9:16

[RECOMMENDED] Audio: Use sound-on creative

[RECOMMENDED] Safe zone: Keep key creative elements within the platform safe zone

[PLACEMENT DEPENDENT] Technical upload limits: verification required - Not specified in the reviewed source excerpt; confirm placement-specific current documentation.

X

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Image Ads / STATIC_IMAGE

Timeline

[REQUIRED] Post copy maximum: 280 characters

[RECOMMENDED] Recommended file types: PNG, JPEG

[REQUIRED] Maximum file size: 5 MB

[PLACEMENT DEPENDENT] Supported aspect ratios and dimensions: 4:5 - 1440x1800, 2:3 - 1080x1620, 1:1 - 1080x1080, 1.91:1 - 2064x1080, 16:9 - 1920x1080, 9:16 - 1080x1920

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LinkedIn

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Carousel Image Ads / CAROUSEL

Feed

[REQUIRED] Card count: 2-10

[REQUIRED] Maximum file size per card: 10 MB

[REQUIRED] Maximum image dimensions: 4320x4320 pixels

[RECOMMENDED] Recommended image: 1080x1080 at 1:1

[REQUIRED] Accepted file types: JPG, PNG, GIF (non-animated)

[REQUIRED] Destination URL maximum: 2000 characters

Amazon Ads

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Amazon DSP / PLACEMENT_DEPENDENT

DSP Inventory

[REQUIRED] Minimum in-stream/out-stream video duration: 5 seconds

[REQUIRED] Accepted video file types: MP4, WebM, FLV

[PLACEMENT DEPENDENT] Inventory-specific technical requirements: verification required

- Not specified in the reviewed source excerpt; confirm placement-specific current documentation.

Sponsored Brands Video / VIDEO

Sponsored Brands

[REQUIRED] Video duration: 6-45 seconds

[RECOMMENDED] Recommended duration: 20 seconds or less

[REQUIRED] Accepted dimensions: 1280x720, 1920x1080, 3840x2160 pixels

[REQUIRED] Maximum file size: 500 MB

[REQUIRED] Accepted file types: MP4, MOV

[REQUIRED] Aspect ratio: 16:9 square pixel only

[REQUIRED] Accepted frame rates: 23.976, 23.98, 24, 25, 29.97, 29.98, 30 fps

[REQUIRED] Minimum audio sample rate: 44.1 kHz

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CTV

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CTV Video / CTV_VIDEO

Streaming TV

[CPHERE BEST PRACTICE] Publisher-specific technical profile: verification required - Not specified in the reviewed source excerpt; confirm placement-specific current documentation.

Reddit

Last verified: 2026-07-31

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Dynamic Product Ads / RETAIL_PRODUCT_CREATIVE

Feed

[REQUIRED] Supported formats: IMAGE, CAROUSEL

[REQUIRED] Headline length: Fewer than 300 characters

[PLACEMENT DEPENDENT] Image requirements: verification required - Not specified in the reviewed source excerpt; confirm placement-specific current documentation.

VERIFICATION NOTICE

Specifications are sourced from official platform documentation and regularly reviewed. Platform requirements may change; always confirm the Last Verified date before final delivery.

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OFFICIAL SOURCES

TikTok: Reservation In-Feed Ads: Reach & Frequency -

<https://ads.tiktok.com/help/article/tiktok-reservation-in-feed-ads-reach-frequency?lang=en&redirected=1>

Google Ads: Search campaigns specs and format requirements -

<https://support.google.com/google-ads/answer/17092074?hl=en-GB>

Google Ads: Upload display ads specifications -

<https://support.google.com/google-ads/answer/1722096?hl=en>

Google Ads: Responsive display ads specifications -

<https://support.google.com/google-ads/answer/7005917?hl=en-GB>

Google Ads: YouTube video ad requirements -

<https://support.google.com/google-ads/answer/13547298?hl=en-GB>

Meta for Business: Facebook and Instagram Reels ads -

<https://www.facebook.com/business/ads/facebook-instagram-reels-ads>

X Business: Creative ad specifications -

<https://business.x.com/en/help/campaign-setup/creative-ad-specifications>

LinkedIn: Carousel image ads advertising specifications -

<https://www.linkedin.com/help/linkedin/answer/a427022/carousel-image-ads-advertising-specifications?lang=en>

Amazon Ads: DSP ad specifications -

<https://advertising.amazon.com/en-ca/resources/ad-specs/dsp>

Amazon Ads: Sponsored Brands video specifications -

<https://advertising.amazon.com/resources/ad-specs/sponsored-brands-video>

IAB Tech Lab: Digital Video and CTV Ad Format Guidelines v2.0 -

<https://github.com/InteractiveAdvertisingBureau/Ad-Format-Guidelines-for-Digital-Video-CTV/blob/1c3cfa68c11db238de1ca91691a6d713c8b54a93/v2.0.md>

Reddit for Business: Dynamic Product Ads -

<https://business.reddithelp.com/articles/Knowledge/dynamic-product-ads>