

Amazon Ads Creative Specifications

Publication 1 / Published 2026-08-01 / acb463cf697b04e9

Amazon Ads

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

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

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

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>