

Google Display Creative Specifications

Publication 1 / Published 2026-08-01 / acb463cf697b04e9

Google Display

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

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.

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

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>