

YouTube Creative Specifications

Publication 1 / Published 2026-08-01 / acb463cf697b04e9

YouTube

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

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.

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: YouTube video ad requirements -

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