

Amazon Creative Specifications

Publication 5 / Published 2026-08-02 / 261282064223747c

Amazon

Last verified: 2026-08-02

WHAT TO SEND CPHERE

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

Amazon DSP / DISPLAY

DSP Inventory

[REQUIRED] Desktop display sizes: 300x250, 728x90, 160x600, 300x600, 970x250 (billboard, supplied 1940x500 at 2x) pixels

[REQUIRED] Mobile display sizes: 320x50 (supplied 640x100 at 2x), 414x125 (supplied 828x250), 300x250 (supplied 600x500), 728x90 tablet (supplied 1456x180) pixels

[REQUIRED] File types: JPG, PNG-8

[PLACEMENT DEPENDENT] File weights: 40-200 KB static depending on unit; 200 KB HTML

[REQUIRED] Minimum video duration: 5 seconds

[REQUIRED] Video file types: MP4, WebM, FLV

[REQUIRED] Amazon pixel: Required for performance units that link off Amazon

Sponsored Brands Video / VIDEO

Sponsored Brands

[REQUIRED] Aspect ratio: 16:9

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

[REQUIRED] Duration: 6-45 seconds - 20 seconds or less is highly recommended.

[REQUIRED] Maximum file size: 500 MB

[REQUIRED] File types: MP4, MOV

[REQUIRED] Codec: H.264 or H.265, Main/Baseline profile, progressive scan, square pixels

[REQUIRED] Frame rate: 23.976, 24, 25, 29.97, or 30 fps

[REQUIRED] Audio: PCM, AAC, or MP3; 96 kbps or higher; 44.1 kHz or higher

[RECOMMENDED] Lower-right overlay: Avoid text in the lower-right corner where the platform UI overlays

Streaming TV / VIDEO

Streaming TV and Prime Video

[REQUIRED] Aspect ratio: 16:9

[REQUIRED] Minimum frame size: 1920x1080 pixels

[REQUIRED] Maximum file size: 500 MB

[REQUIRED] Codec: H.264, MPEG-2, or MPEG-4; MP4 for site-served

[REQUIRED] Bitrate: Prime Video 15 Mbps minimum (50 recommended); Twitch/Fire TV/third-party 8 Mbps minimum

[RECOMMENDED] Frame rate: 23.976 fps recommended (24/25/29.97 allowed), constant

[REQUIRED] Audio: AAC 192 kbps or higher, 2-channel or more, 44.1/48 kHz

[PLACEMENT DEPENDENT] Duration: US Prime Video 15/30/45/60 seconds; US Twitch 15/30; US third-party STV 6-90 seconds

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[REQUIRED] Presentation rules: Letterboxing and pillarboxing strongly discouraged;
non-interactive ads must not display click CTAs

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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>

Amazon Ads: Streaming TV and Prime Video ads specifications -

<https://advertising.amazon.com/resources/ad-specs/dsp/video/streaming-tv-prime-video-ads>