

Display Creative Specifications

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

Display

Display banners across Google's display network and programmatic exchange inventory.

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 Network

[REQUIRED] Landscape image (1.91:1): 1200x628 recommended; 600x314 minimum pixels

[REQUIRED] Square image (1:1): 1200x1200 recommended; 300x300 minimum pixels

[REQUIRED] Logos: Landscape 4:1 at 1200x300 (min 512x128); square 1:1 at 1200x1200 (min 128x128) pixels

[REQUIRED] Maximum file size: 5120 KB

[REQUIRED] Short headlines: 1-5 headlines of 30 characters or fewer

[REQUIRED] Long headline: 90 characters

[REQUIRED] Descriptions: 1-5

[PLACEMENT DEPENDENT] Description character limit: verification required - The reviewed page states the description count but not the per-description character limit; confirm before delivery.

Programmatic Display / DISPLAY

Programmatic Exchanges

[REQUIRED] Supported sizes: 300x250, 728x90, 320x50, 160x600, 300x600, 970x250, 970x90 (desktop only) pixels

[REQUIRED] File types: JPG, PNG, GIF, HTML5

[REQUIRED] Maximum file size: 750 KB

[REQUIRED] Minimum resolution: 72 PPI (144 recommended)

[RECOMMENDED] IAB initial-load budgets: 300x250 and 728x90 and 160x600: 150 KB; 970x250 and 300x600: 250 KB; 320x50 and 300x50: 50 KB; 970x90: 200 KB (gzipped initial load; subload is double)

[RECOMMENDED] HTML5/LEAN rules: Audio muted by default with user-initiated control; 10 file requests maximum on initial load; 30% CPU maximum per active ad

[REQUIRED] Supported creative formats: Static banners, rich media/HTML5, in-banner video, hover units, and social display

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[PLACEMENT DEPENDENT] HTML5 zip, clickTag, SSL, animation, and backup-image rules:
verification required - Documented only in the login-gated StackAdapt help center;
confirm in the platform console before trafficking HTML5.

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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

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>

StackAdapt: Display advertising platform: creative requirements -

<https://www.stackadapt.com/display-advertising>

IAB: New Ad Portfolio: Fixed Size Ad Specifications -

https://www.iab.com/wp-content/uploads/2019/04/IABNewAdPortfolio_LW_FixedSizeSpec.pdf

IAB: IAB New Ad Portfolio guidelines -

<https://www.iab.com/guidelines/iab-new-ad-portfolio/>