

YouTube Creative Specifications

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

YouTube

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

Video / VIDEO

In-Stream Video Ads

SAFE-ZONE GUIDANCE

Player controls and overlays cover parts of the frame at varying player sizes; keep essential text and logos centered and preview the ad in the target placements before delivery.

[REQUIRED] Hosting: The ad must be a video uploaded to YouTube (public or unlisted)

[RECOMMENDED] Recommended resolutions: 1920x1080 (16:9), 1080x1920 (9:16), 1080x1080 (1:1) pixels - Minimum 1280x720.

[RECOMMENDED] Accepted upload formats: MPG (MPEG-2/MPEG-4) recommended, MP4, MOV, AVI, WMV, FLV, MPEG-1, MPEGPS, 3GPP, WebM, DNxHR, ProRes, CineForm, HEVC

[REQUIRED] Maximum file size: 256 GB

[RECOMMENDED] Skippable in-stream duration: No maximum; under 3 minutes recommended

[REQUIRED] Non-skippable in-stream duration: 7-15 seconds standard; a 16-30 second subtype runs on connected TV only (30-second assets must be horizontal)

[REQUIRED] Bumper duration: 6 seconds or less

[RECOMMENDED] Companion banner (desktop): 300x60 JPEG/GIF/PNG, 150 KB or less; optional and auto-generated when omitted

YouTube Shorts Ads

[RECOMMENDED] Aspect ratio: 9:16 vertical recommended; horizontal and square supported

[REQUIRED] Duration: Up to 3 minutes; only the first 60 seconds plays; under 60 seconds recommended

[RECOMMENDED] CTA card headline: 40 characters

[RECOMMENDED] CTA card description: 90 characters

In-Feed Video Ads

[REQUIRED] Headline: 100 characters maximum; may shorten after 25 characters on some surfaces

[REQUIRED] Description: Up to 2 lines of 35 characters each

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: Video ads specs and format requirements -

<https://support.google.com/google-ads/answer/17091270>

Google Ads: About video ad formats -

<https://support.google.com/google-ads/answer/2375464>

Google Ads: Non-skippable in-stream ads -

<https://support.google.com/google-ads/answer/11462260>

Google Ads: YouTube video ad requirements -

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

Google Ads: YouTube Shorts ads: asset specs -

<https://support.google.com/google-ads/answer/16041697>

Google Ads: In-feed video ads -

<https://support.google.com/google-ads/answer/6227733>