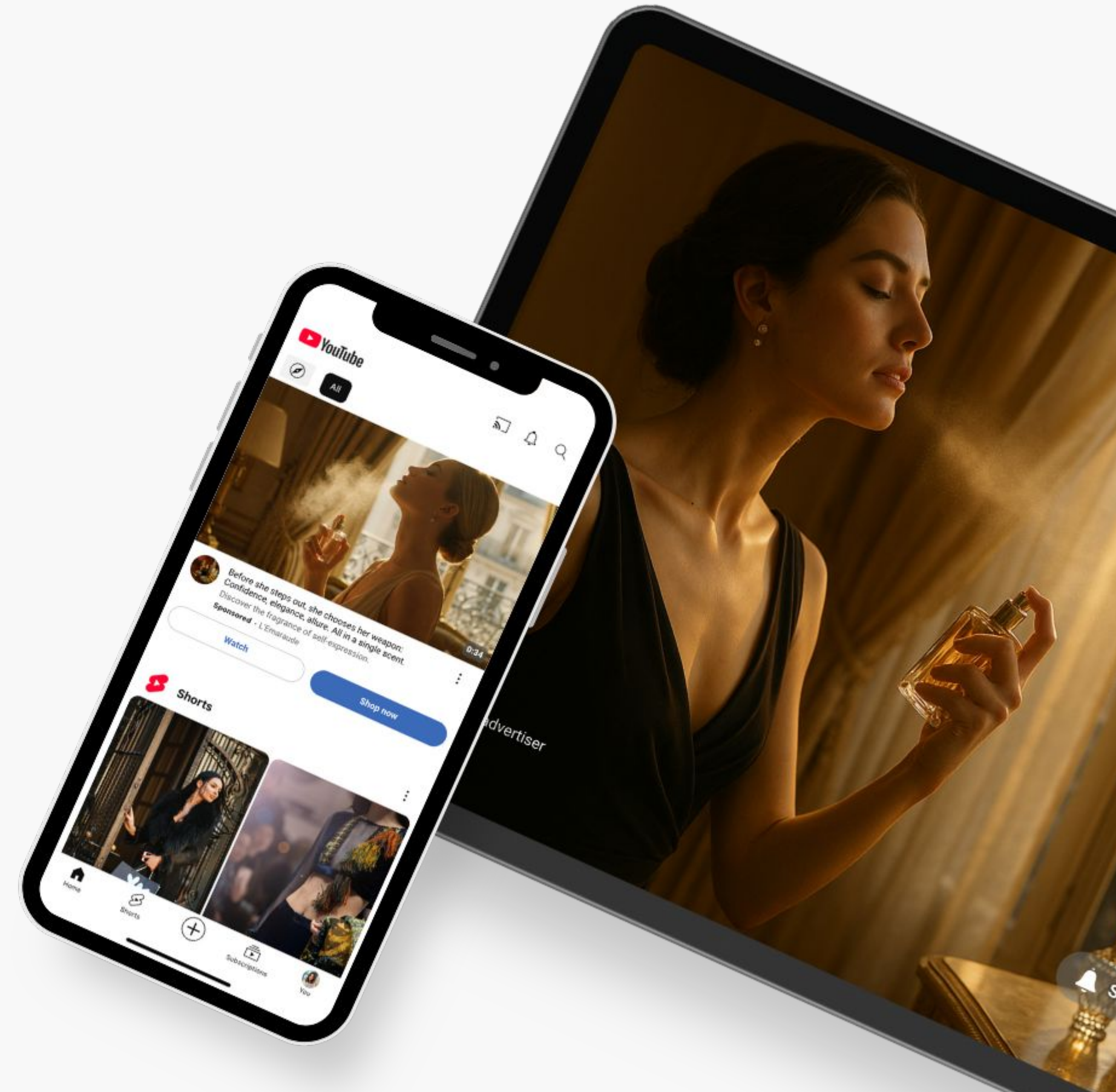# YouTube Ad Formats, Sizes, and Specifications (2025)

YouTube Ads Continue to Evolve – Here's What You Need to Know

- YouTube's ad formats are designed for flexibility, allowing brands to reach users across mobile, desktop, and Connected TV with creative that fits seamlessly into each environment.

- Since the introduction of Demand Gen campaigns, YouTube placements have expanded beyond video with multi-format creatives.

- Shoppable ads on CTV create new opportunities to drive direct response on the biggest screen in the home, merging awareness and performance in one format.
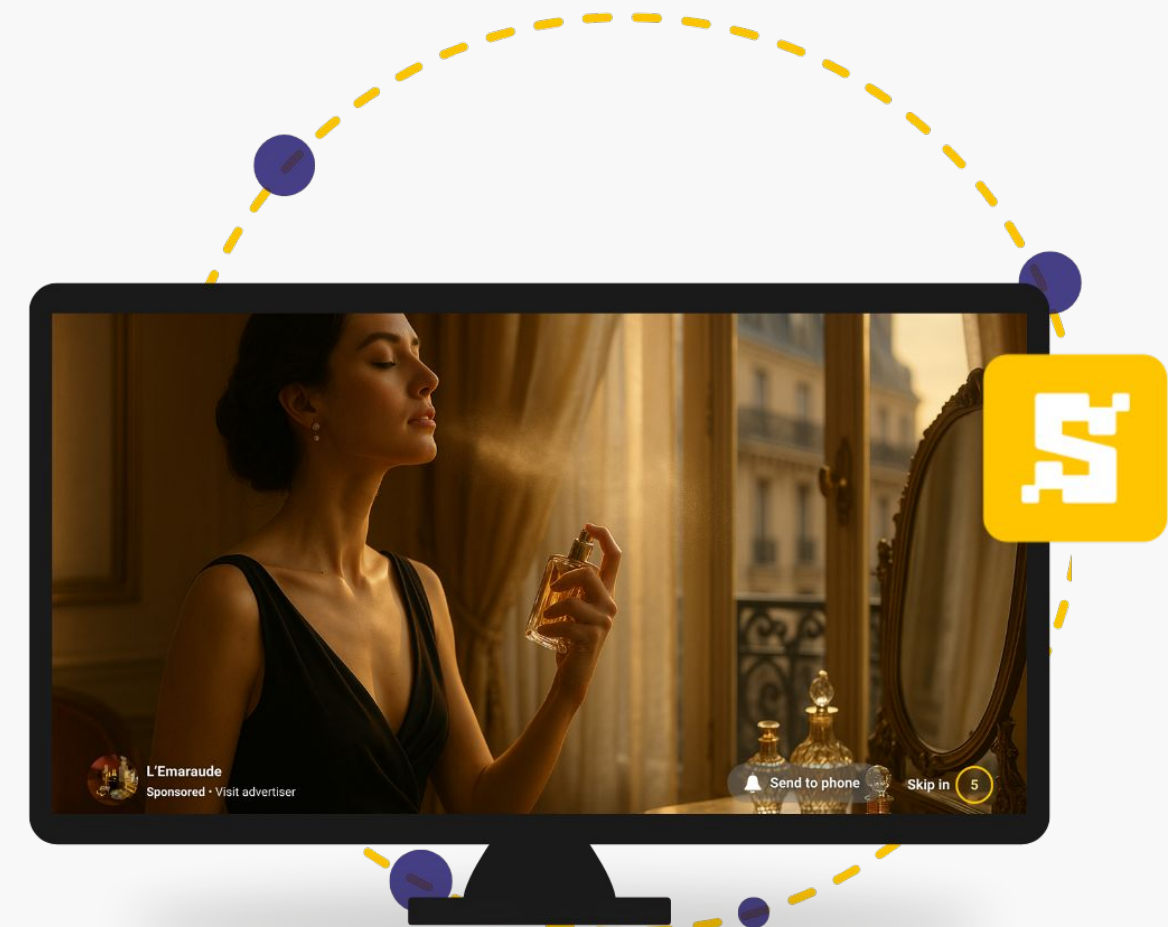
L'Emaraude
Sponsored · Visit advertiser

Send to phone   Skip in 5

CAMPAIGN TYPES OVERVIEW

From reach to performance, these campaigns support every stage of the customer journey.

Campaign Type	Description / Use Case	Primary Metric
Video Reach Campaigns (VRC)	Maximize reach across YouTube and Google video partners on all devices. Ideal for broad awareness campaigns.	CPM
Efficient Reach	Optimize for the most reach at the lowest cost using a mix of bumper, skippable in-stream, in-feed, and Shorts ads.	CPM
Non-skippable Reach	Use bumper and 15-second non-skippable ads to ensure your full message is delivered.	CPM
Target Frequency	Reach the same audience multiple times to reinforce brand recall using various video formats.	CPM
Video Views Campaigns (VVC)	Drive high-quality views and engagement from audiences most likely to consider your product or brand. Ads run in skippable in-stream, in-feed, and Shorts placements.	CPM / CPV
Demand Gen Campaigns	Drive traffic, leads, and conversions using visually-rich, multi-format creatives across YouTube, Gmail, and Discover.	CPC / CPA
YouTube Ad Sequence Campaigns	Tell a story through a series of videos shown in a defined order. Ideal for building interest, reinforcing messages, or driving deeper brand engagement over time.	Target CPM / CPV

CAMPAIGN TYPES OVERVIEW

From reach to performance, these campaigns support every stage of the customer journey.

Campaign Type	Description / Use Case	Primary Metric
Bumper Ad Campaigns	Short, non-skippable 6-second ads designed for broad reach and brand awareness with minimal viewer disruption. Ideal for mobile environments and quick messaging.	CPM
Non-Skippable Reach Line Items	5 to 15-second non-skippable ads that ensure viewers watch your full message. Best for delivering concise brand storytelling with 100% view completion.	CPM
Performance Max	Run cross-channel campaigns using Google's AI to optimize ad placements across YouTube, Search, Display, and more.	CPA / Conversions
App Campaigns	Promote app installs across YouTube, Google Play, and the Display Network using video and other formats tailored for mobile users.	CPI / CPA

AD FORMATS OVERVIEW

Each ad type offers a unique way to engage users across YouTube and beyond—choose the right format based on how you want your audience to interact.

Ad Format	Description / Use Case	Supported Campaign Types
Image Ads	Static creatives used to visually promote a product, brand, or offer.	Demand Gen, Display, PMax
Video Ads	Skippable, non-skippable, or bumper video ads tailored for YouTube placements.	Video Reach, Video Views, Demand Gen, Ad Sequence, PMax, App
Bumper Ads	6-second, non-skippable ads designed for quick, high-reach branding messages.	Video Reach, Ad Sequence
Skippable Ads	Ads that allow users to skip after 5 seconds. Ideal for deeper engagement and storytelling.	Video Reach, Video Views, Demand Gen, Ad Sequence, App
Non-skippable Ads	15 or 20-second ads that must be watched before content resumes. Ideal for delivering full, unskipped messages.	Video Reach, Ad Sequence
Shorts Ads	Vertical, mobile-first video ads that appear natively within the YouTube Shorts feed.	Video Reach, Video Views, Demand Gen
Carousel Ads	Swipeable format combining multiple images or cards to showcase a range of products or messages.	Demand Gen
Search Ads	Text-based ads triggered by keywords, not native to YouTube but can direct traffic to YouTube assets or sites.	Search, Performance Max

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YouTube Ad Specifications

Specs, Formats, and Requirements Across YouTube Ad Placements

BUMPER ADS

Where Ads Appear:
- Plays before, during, or after YouTube videos, and across video partner sites and apps within the Google Display Network (GDN)
- Designed for high-reach, short-form brand messages in six seconds or less)

Assets Overview

Asset	Requirement
Video URL	Must be uploaded to YouTube
Final URL	Destination landing page after the ad is clicked
Display URL	Up to 2 path segments, max 15 characters each
Long Headline	Up to 90 characters
Description	Up to 90 characters; up to 5 variations
Companion Banner (Optional)	300 × 60 px (.JPG, static .GIF, or .PNG) (If not provided, a 300 × 250 px video wall appears by default on YouTube placement/s) Max. file size: 150 KB

Creative Specifications

Element	Specs
Resolution	Minimum: 640 × 360 px or 480 × 360 px
Aspect Ratio	Native aspect ratio without letterboxing (e.g., 16:9, 4:3)
Format	.MPG (MPEG-2 or MPEG-4), .WMV, .AVI, .MOV and .FLV .MPEG-1, .MP4, .MPEGPS, 3GPP, WebM, DNxHR, ProRes, CineForm & HEVC (h265)
Frame Rate	30 FPS
File Size	≤1 GB
Length	≤6 seconds

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NON-SKIPPABLE IN-STREAM

Where Ads Appear:
- Served before, during, or after YouTube videos and must be watched in full before the viewer can continue
- Also eligible to serve on video partner sites and apps within the Google Display Network (GDN) *(unless excluded)*

Assets Overview

Asset	Requirement
Video URL	Must be uploaded and hosted on YouTube
Final URL	Destination landing page
Display URL	Up to 255 characters
Headline	Up to 15 characters
Companion Banner (Optional)	300 × 60 px (.JPG, static .GIF, or .PNG) (If not provided, a 300 × 250 px video wall appears by default on YouTube placement/s) Max. file size: 150 KB
Call-to-Action (CTA)	Up to 10 characters

Creative Specifications

Element	Specs
Resolution	1920 x 1080px (horizontal) 1080 x 1920px (vertical) 1080 x 1080px (square) Minimum px for Standard HD: 1280 x 720px (horizontal) 720 x 1280px (vertical) 480 x 480px (square)
Aspect Ratio	16:9 for horizontal; 9:16 for vertical; 1:1 for square
Format	.MPG (MPEG-2 or MPEG-4), .WMV, .AVI, .MOV and .FLV .MPEG-1, .MP4, .MPEGPS, 3GPP, WebM, DNxHR, ProRes, CineForm & HEVC (h265)
Frame Rate	30 FPS
File Size	≤ 256GB
Length	≤ 15 seconds for non-skippable ≤ 20 seconds for long non-skippable

SKIPPABLE IN-STREAM

Where Ads Appear:
- Play before, during, or after YouTube videos and allow viewers to skip after a few seconds
- Also eligible to serve on video partner sites and apps within the Google Display Network (GDN) *(unless excluded)*

Assets Overview

Asset	Requirement
Video URL	Must be uploaded and hosted on YouTube
Final URL	Destination landing page
Display URL	Up to 2 path segments, max 15 characters each
Headline	Up to 30 characters
Long Headline	Up to 90 characters
Description	Up to 90 characters
Companion Banner (Optional)	300 × 60 px (.JPG, static .GIF, or .PNG) (If not provided, a 300 × 250 px video wall appears by default on YouTube placement/s) Max. file size: 150 KB
Call-to-Action (CTA)	Up to 10 characters

Creative Specifications

Element	Specs
Resolution	1920 x 1080px (horizontal) 1080 x 1920px (vertical) 1080 x 1080px (square) Minimum px for Standard HD: 1280 x 720px (horizontal) 720 x 1280px (vertical) 480 x 480px (square)
Aspect Ratio	16:9 for horizontal; 9:16 for vertical; 1:1 for square
Format	.MPG (MPEG-2 or MPEG-4), .WMV, .AVI, .MOV and .FLV .MPEG-1, .MP4, .MPEGPS, 3GPP, WebM, DNxHR, ProRes, CineForm & HEVC (h265)
Frame Rate	30 FPS
File Size	≤ 256GB
Length	15 seconds to 3 minutes • 15–20 sec: ideal for Awareness and Action • 60 sec–3 min: ideal for Consideration campaigns

VIDEO REACH CAMPAIGN

Learn More

Where Ads Appear:
- Before, during, or after YouTube videos across desktop, mobile, tablet, and Connected TV
- Also eligible to run on video partner sites and apps via the Google Display Network (unless excluded in settings)

Assets Overview

Asset	Requirement
Video URL	Must be uploaded to YouTube
Final URL	Destination landing page after the ad is clicked
Display URL	Up to 2 path segments, max 15 characters each
Long Headline	Up to 90 characters
Description	Up to 90 characters

Creative Specifications

Element	Specs
Resolution	Vertical: • 1080 x 1920px • 720 x 1280px • 480 x 640px Horizontal: • 1920 x 1080px • 1280 x 720px • 640 x 480px
Aspect Ratio	16:9 for horizontal 9:16 for vertical 1:1 for square
Format	.MPG (MPEG-2 or MPEG-4), .WMV, .AVI, .MOV and .FLV .MPEG-1, .MP4, .MPEGPS, 3GPP, WebM, DNxHR, ProRes, CineForm & HEVC (h265)
File Size	≤256 GB
Format composition	Any length; Recommended: • horizontal :15 • horizontal :06 • vertical :06-:60

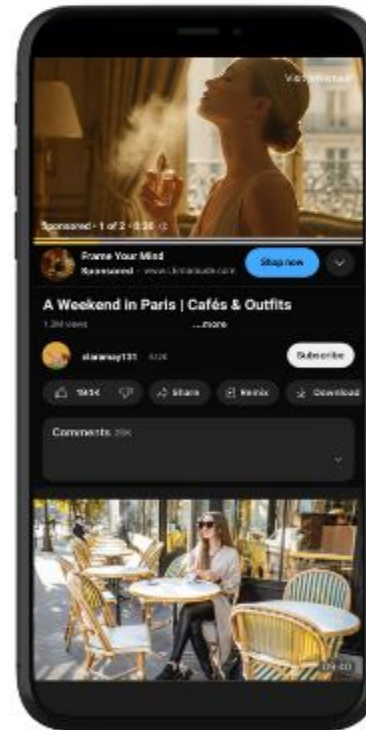strikesocial

CREATIVE DISPLAY GUIDE

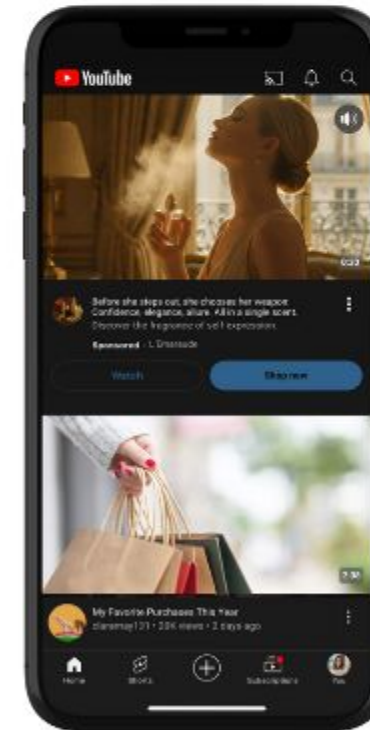**VISUAL REFERENCE: VIDEO REACH CAMPAIGNS**
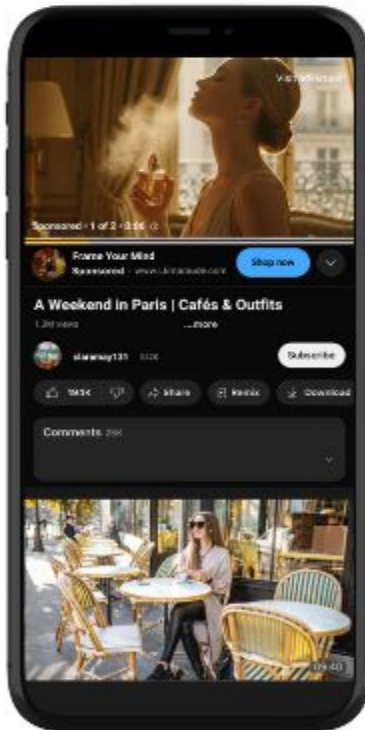
Bumper Ads
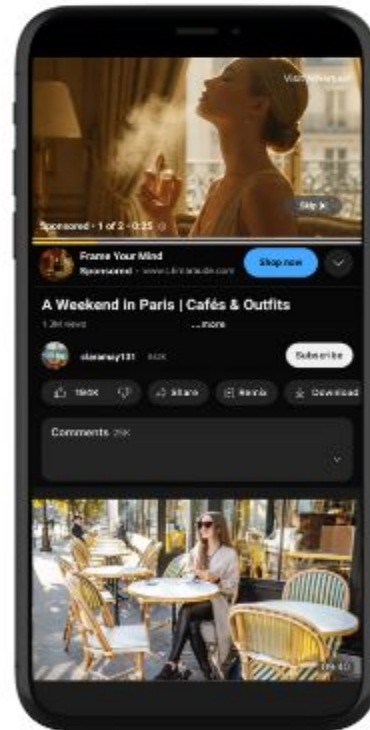
Skippable in-stream
Efficient reach
Target frequency

Non-skippable in-stream
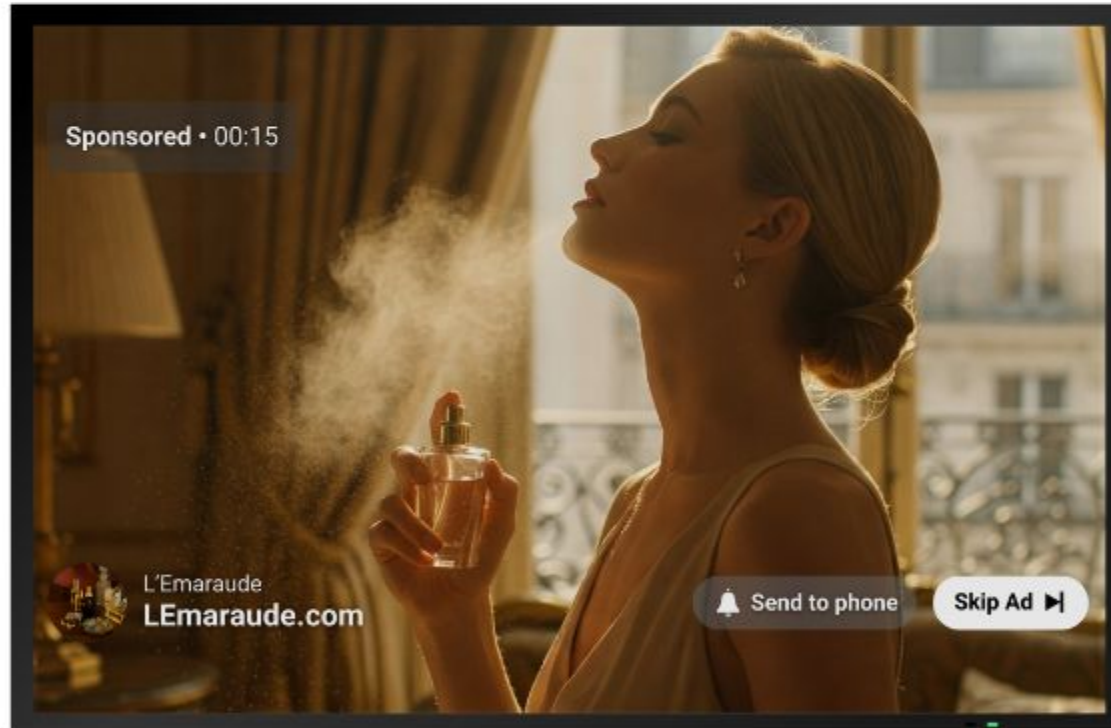Target frequency
Non-skippable reach

In-feed
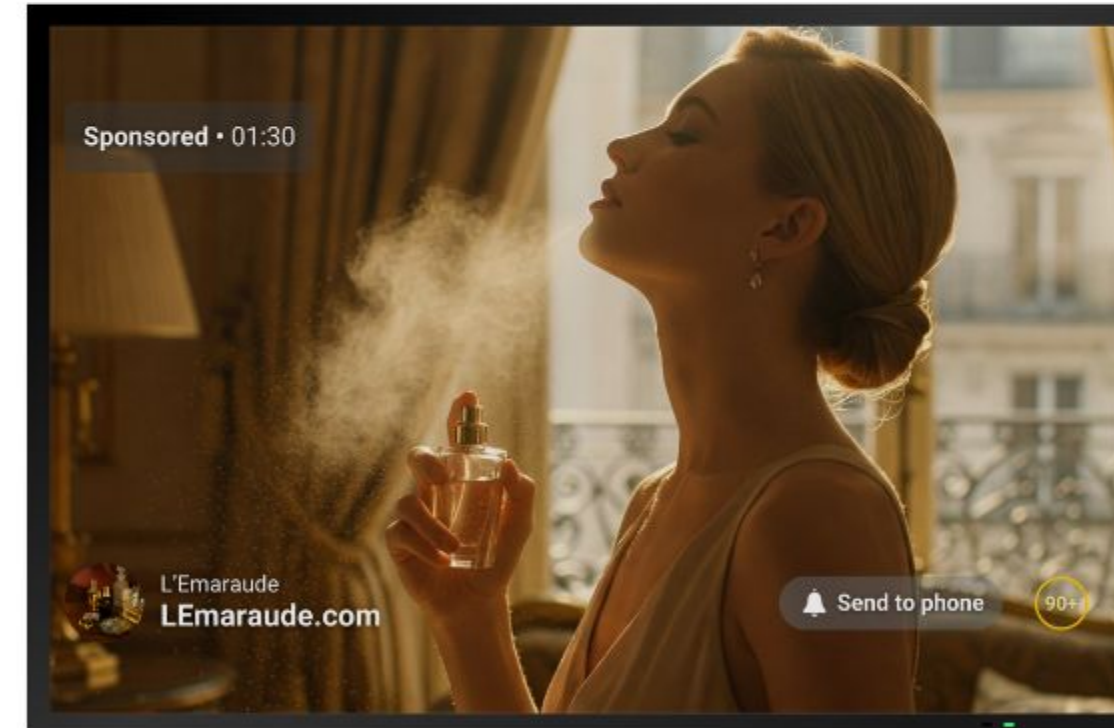Efficient reach

Shorts
Efficient reach

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CREATIVE DISPLAY GUIDE

VISUAL REFERENCE:
VIDEO REACH CAMPAIGNS (CONNECTED TV)

Sponsored · 00:15

L'Emaraude
LEmaraude.com

🔔 Send to phone   Skip Ad ▶|

Sponsored · 01:30

L'Emaraude
LEmaraude.com

🔔 Send to phone   90+

Skippable in-stream
Efficient reach

Non-skippable in-stream
Non-skippable reach

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VIDEO VIEWS CAMPAIGN

Where Ads Appear:
- **Skippable In-Stream:** Plays before, during, or after videos across YouTube and video partner sites
- **In-Feed:** Appears on YouTube search results, the homepage, and the "Watch Next" feed

Assets Overview

Asset	Requirement
Video URL	Must be uploaded to YouTube
Final URL	Destination landing page after the ad is clicked
Display URL	Up to 2 path segments, max 15 characters each
Long Headline	Up to 90 characters
Description	Up to 90 characters

Creative Specifications

Element	Specs
Resolution	Vertical: • 1080 x 1920px • 720 x 1280px • 480 x 640px
Aspect Ratio	HD: 16:9 SD: 4:3
Format	.MPG (MPEG-2 or MPEG-4), .WMV, .AVI, .MOV and .FLV .MPEG-1, .MP4, .MPEGPS, 3GPP, WebM, DNxHR, ProRes, CineForm & HEVC (h265)
File Size	≤256 GB
Format composition for In-stream and In-Feed placement	≥:05 seconds horizontal

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VIDEO VIEWS CAMPAIGN

Learn More

Where Ads Appear:
- **YouTube Shorts:** Ads are placed within the YouTube Shorts feed and designed to appear natively within vertical, mobile-first environments

Assets Overview

Asset	Requirement
Video URL	Must be uploaded to YouTube
Final URL	Destination landing page after the ad is clicked
Display URL	Up to 2 path segments, max 15 characters each
Long Headline	Up to 90 characters
Description	Up to 90 characters

Creative Specifications

Element	Specs
Resolution	Vertical: • 1080 x 1920px • 720 x 1280px • 480 x 640px
Aspect Ratio	HD: 9:16 SD: 2:3
Format	.MPG (MPEG-2 or MPEG-4), .WMV, .AVI, .MOV and .FLV .MPEG-1, .MP4, .MPEGPS, 3GPP, WebM, DNxHR, ProRes, CineForm & HEVC (h265)
File Size	≤256 GB
Format composition for YouTube Shorts placement	≥:05 seconds horizontal

CREATIVE DISPLAY GUIDE

VISUAL REFERENCE: VIDEO VIEW CAMPAIGNS
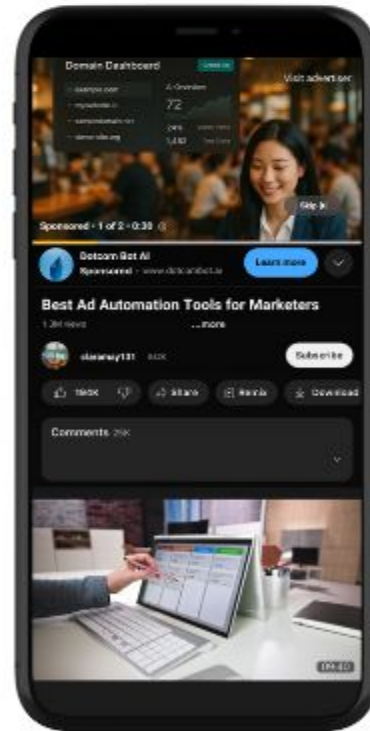
Skippable in-stream

In-feed

YouTube Shorts

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DEMAND GEN CAMPAIGNS

IMAGE ADS

Learn More

Where Ads Appear:
- **Image ads** can appear across YouTube, Discover, Gmail, and the Google Display Network (GDN), optimized for performance across surfaces

Assets Overview

Asset	Requirement
Final URL	Destination landing page after the ad is clicked
Logos	Up to 5 variations
Image Thumbnails	Choose from 4 autogenerated video thumbnails (if video is included)
Business Name	Up to 25 characters
Headlines	≤40 characters; can add up to 5
Description	≤90 characters; can add up to 5
Call-to-Action (CTA)	Up to 10 characters

Creative Specifications

Element	Specs
Images	Up to 15 images
File Format	JPG, PNG, or static GIF
Resolution	1920 x 1080px (horizontal) 1080 x 1920px (vertical) 1080 x 1080px (square) Minimum px for Standard HD: 1280 x 720px (horizontal) 720 x 1280px (vertical) 480 x 480px (square)
Maximum File Size	≤ 5MB

CREATIVE DISPLAY GUIDE

VISUAL REFERENCE: DEMAND GEN – IMAGE ADS
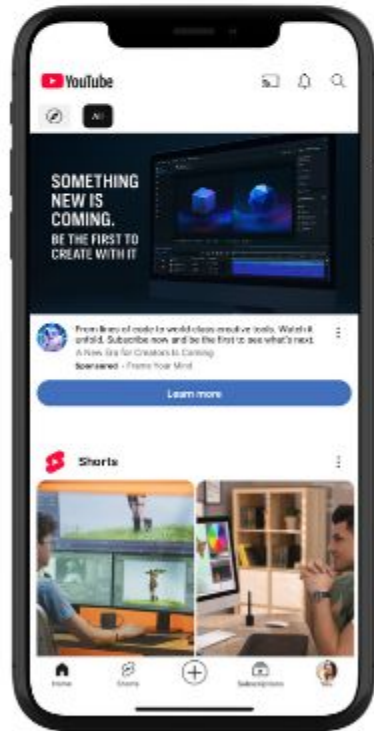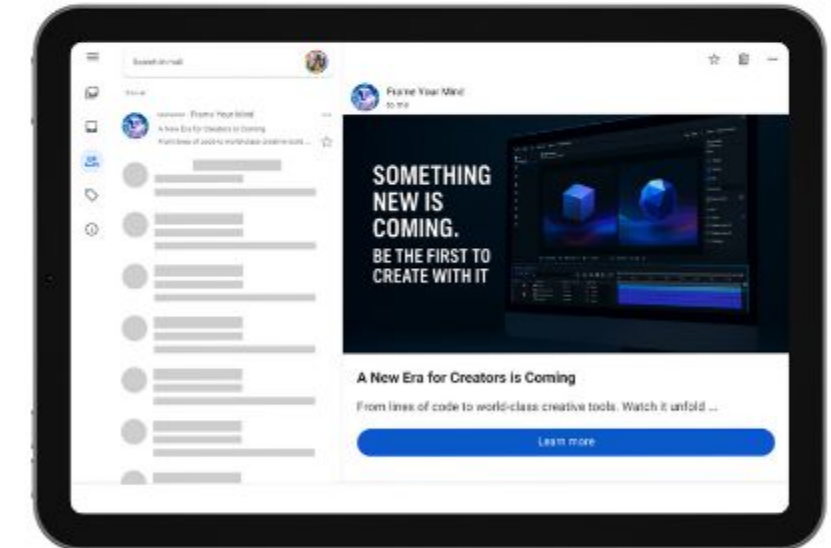
YouTube Home feed

YouTube Watch feed

YouTube Shorts
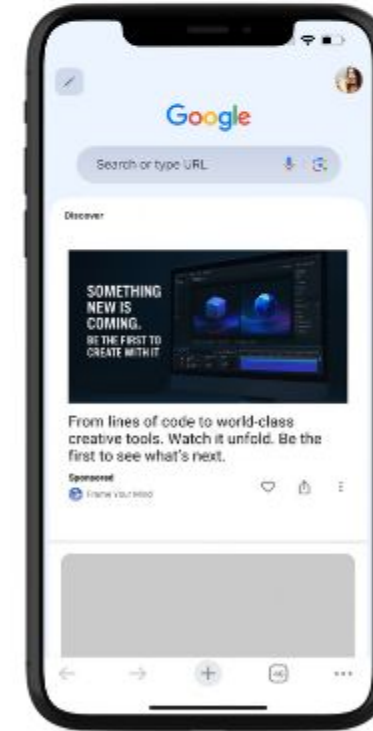
Google Discover

Gmail (Inbox / Opened)

DEMAND GEN CAMPAIGNS

VIDEO ADS

Learn More

Where Ads Appear:
- **Video ads** are built to drive high engagement and conversion, performing best on YouTube's immersive surfaces—while also extending reach across Discover, Gmail, and the Google Display Network (GDN)

Assets Overview

Asset	Requirement
Final URL	Destination landing page after the ad is clicked
Logos	Up to 5 variations
Video URL	Must be uploaded and hosted on YouTube
Business Name	Up to 25 characters
Headlines	≤40 characters; can add up to 5
Long Headlines	≤90 characters; can add up to 5
Description	≤90 characters; can add up to 5
Call-to-Action (CTA)	Up to 10 characters

Creative Specifications

Element	Specs
Videos	Up to 5 videos
File Format	.MPG, .MPEG-2, .MPEG-4, .WMV, .AVI, .MOV, .FLV, .MP4, .MPEGPS, 3GPP, WebM, DNxHR, ProRes, CineForm, HEVC (h265)
Resolution	1920 x 1080px (horizontal) 1080 x 1920px (vertical) 1080 x 1080px (square) Minimum px for Standard HD: 1280 x 720px (horizontal) 720 x 1280px (vertical) 480 x 480px (square)
Frame Rate	30 FPS
Aspect Ratio	16:9 for horizontal; 9:16 for vertical; 1:1 for square
Maximum File Size	≤ 256GB

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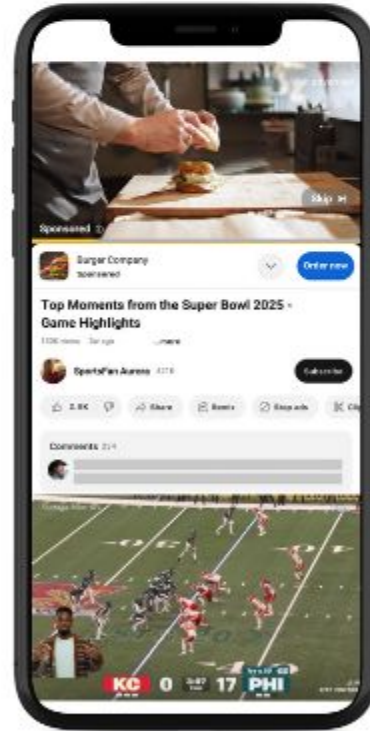# CREATIVE DISPLAY GUIDE

VISUAL REFERENCE:
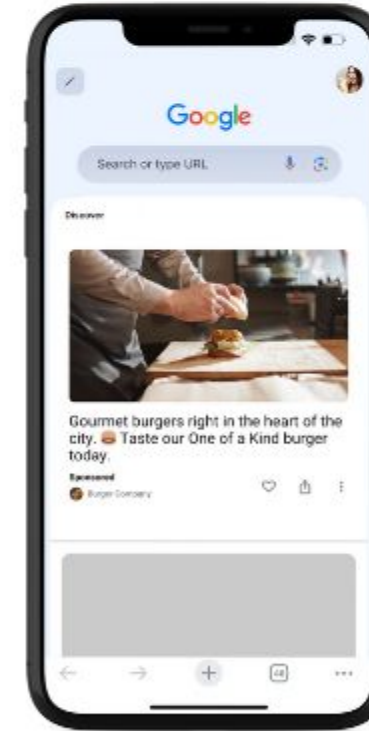# DEMAND GEN – VIDEO ADS
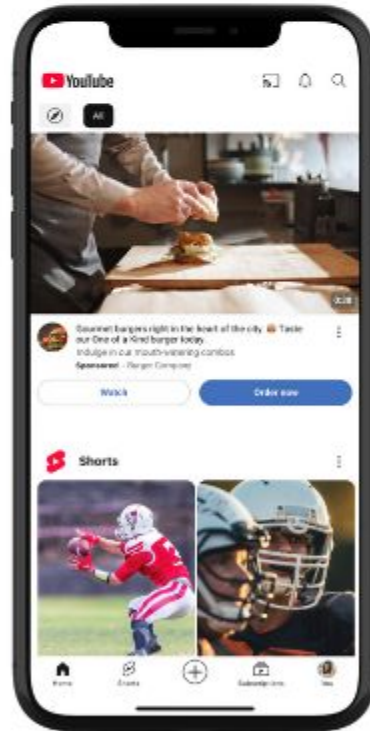
YouTube Home feed

YouTube In-stream

YouTube Shorts

Google Discover

strikesocial

DEMAND GEN CAMPAIGNS

CAROUSEL ADS

Learn More

Where Ads Appear:

- **Carousel ads** are designed for visual storytelling and product showcasing, performing strongly on YouTube placements, and can also serve on Discover, Gmail, and the Google Display Network (GDN)
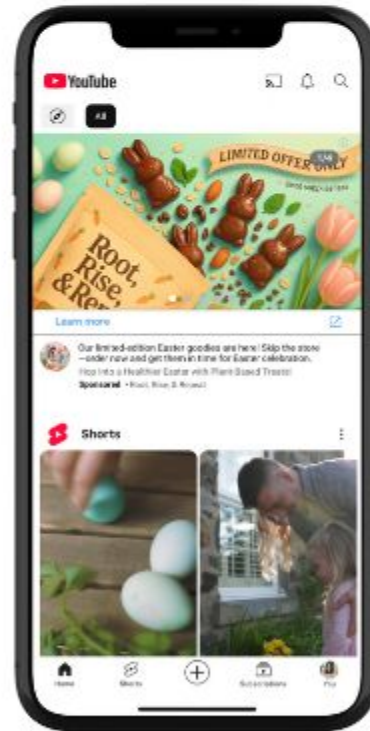
Assets Overview

Asset	Requirement
Final URL	Destination landing page after the ad is clicked
Logos	Up to 5 variations
Business Name	Up to 25 characters
Headlines	≤40 characters 1 headline per carousel card 1 headline for the full carousel ad
Description	≤90 characters
Call-to-Action (CTA)	Up to 10 characters

Creative Specifications

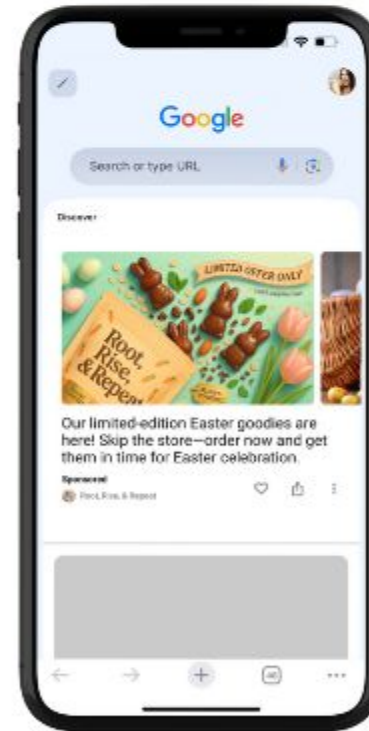| Element	Specs
Image Cards	Up to 10 images
File Format	JPG, PNG, or static GIF
Resolution	1920 x 1080px (horizontal) 1080 x 1920px (vertical) 1080 x 1080px (square) Minimum px for Standard HD: 1280 x 720px (horizontal) 720 x 1280px (vertical) 480 x 480px (square)
Maximum File Size	≤ 5MB

CREATIVE DISPLAY GUIDE

**VISUAL REFERENCE:
DEMAND GEN – CAROUSEL ADS**

YouTube Home feed

Google Discover

Gmail (opened)

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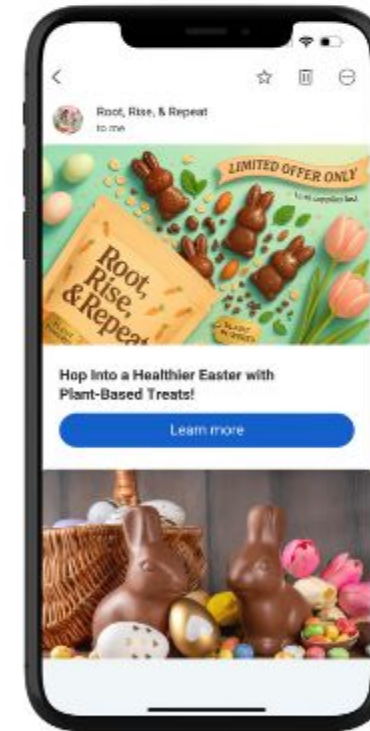
PERFORMANCE MAX

TEXT ADS

Where Ads Appear:
- **Text ads** in Performance Max campaigns can serve across YouTube, Display, Search, Discover, Gmail, and Maps, adapting to available inventory and audience signals.

Assets Overview

| Asset	Requirement
Final URL	Destination landing page after the ad is clicked
Business Name	Up to 25 characters
Headlines	3-15 headlines Up to 30 characters each
Long Headlines	2-5 headlines Up to 90 characters each
Description	4-5 descriptions Up to 90 characters each
Call-to-Action (CTA)	Up to 10 characters

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CREATIVE DISPLAY GUIDE

VISUAL REFERENCE:
PERFORMANCE MAX - TEXT ADS

Search

Display

strikesocial
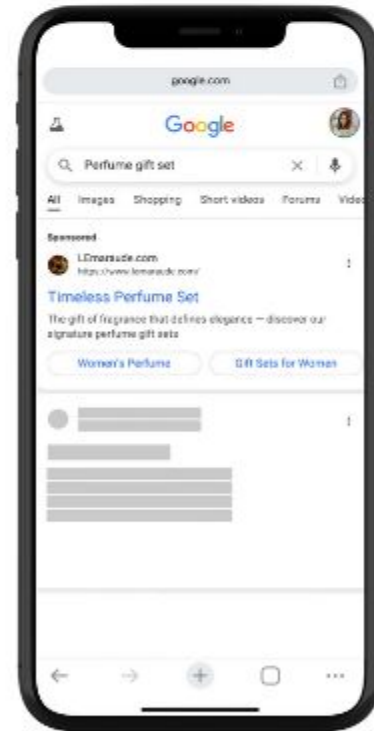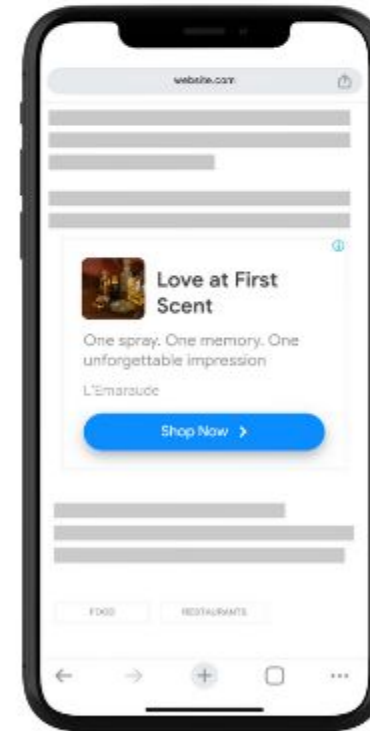
PERFORMANCE MAX

IMAGE ADS

Where Ads Appear:

- **Image ads** in Performance Max campaigns are eligible to appear across YouTube, Display, Discover, Gmail, Search, and Maps, adapting automatically to device types and placements.

Assets Overview

Asset	Requirement
Final URL	Destination landing page after the ad is clicked
Logos	Landscape Logo (4:1) Recommended: 1 image Up to 5 variations ** Use square logos when possible; avoid white logos on transparent backgrounds*
Business Name	Up to 25 characters
Headlines	≤40 characters 1 headline per image asset
Description	≤90 characters
Call-to-Action (CTA)	Up to 10 characters

Creative Specifications

| Element	Specs
Image Assets	Up to 20 images per aspect ratio (landscape, square, portrait)
File Format	JPG or PNG
Resolution	Landscape (1.91:1) 1200 × 628 px (min: 600 × 314 px) Square (1:1) 1200 × 1200 px (min: 300 × 300 px) Portrait (4:5) 960 × 1200 px (min: 480 × 600 px)
Safe Zone	Keep all critical content within the center 80% to avoid cut-off on different devices
Maximum File Size	≤ 5MB

CREATIVE DISPLAY GUIDE
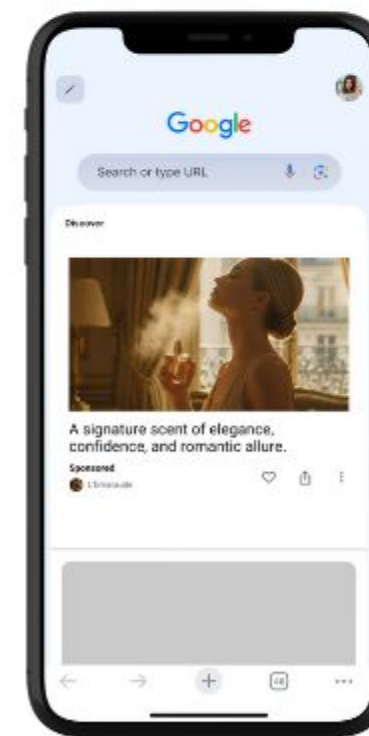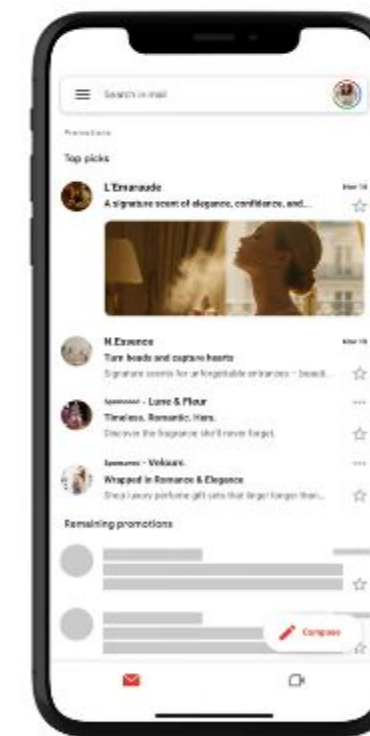
VISUAL REFERENCE:
PERFORMANCE MAX – IMAGE ADS
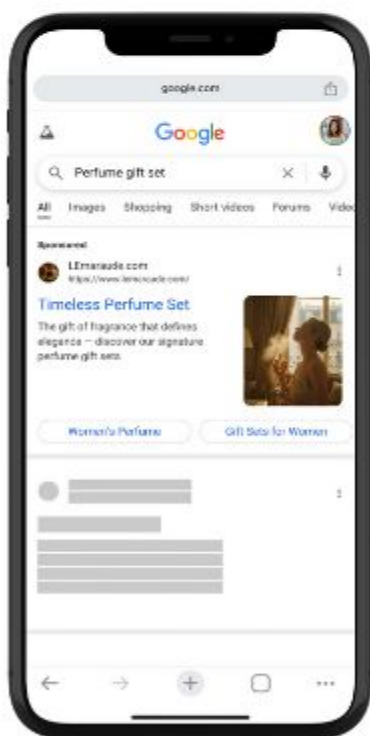
Search

Display
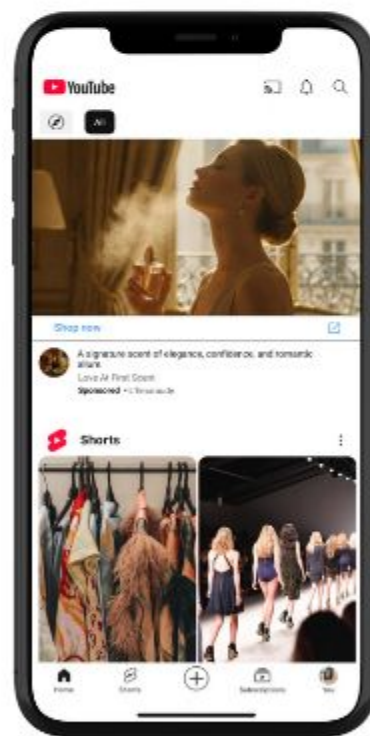
YouTube Home feed

YouTube Watch feed

Google Discover

Gmail

strike social

PERFORMANCE MAX

VIDEO ADS

Where Ads Appear:

- **Video ads** in Performance Max campaigns can appear across YouTube, Display, Search, Discover, Gmail, and Maps, automatically optimized for screen orientation, user intent, and placement.

Assets Overview

Asset	Requirement
Final URL	Destination landing page after the ad is clicked
Logos	Landscape Logo (4:1) Recommended: 1 image Up to 5 variations * Use square logos when possible; avoid white logos on transparent backgrounds
Business Name	Up to 25 characters
Headlines	≤40 characters 1 headline per image asset
Description	≤90 characters
Call-to-Action (CTA)	Up to 10 characters

Creative Specifications

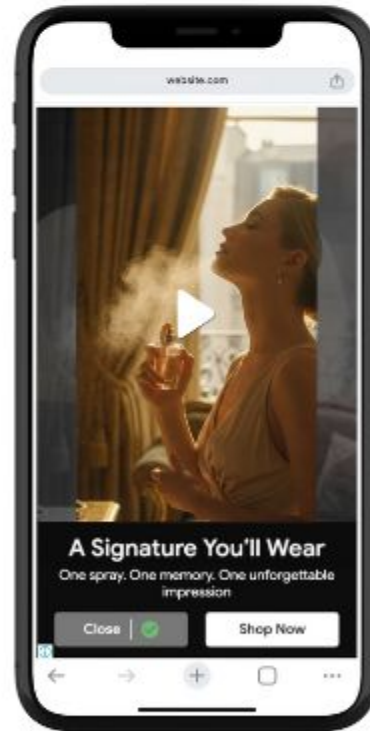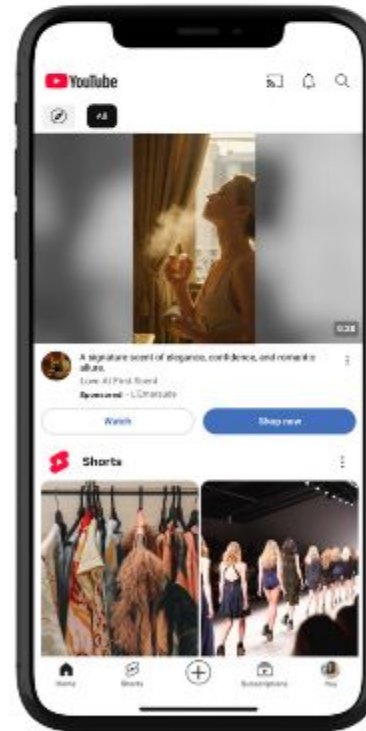| Element	Specs
Image Assets	Up to 20 images per aspect ratio (landscape, square, portrait)
File Format	Must be uploaded in .MPG (MPEG-2 or MPEG-4) format * MP3, WAV, and PCM audio files are not accepted
Resolution	Horizontal (16:9): 1920 × 1080 px 1–5 videos, each ≥10 sec Vertical (9:16): 1080 × 1920 px 1–5 videos, each ≥10 sec Square (1:1): 1080 × 1080 px 1–5 videos, each ≥10 sec
Maximum File Size	≤ 256 GB
Ad Length	Minimum recommended length: 10 seconds Best practice: Include at least one vertical video between 10–60 seconds for Shorts placements

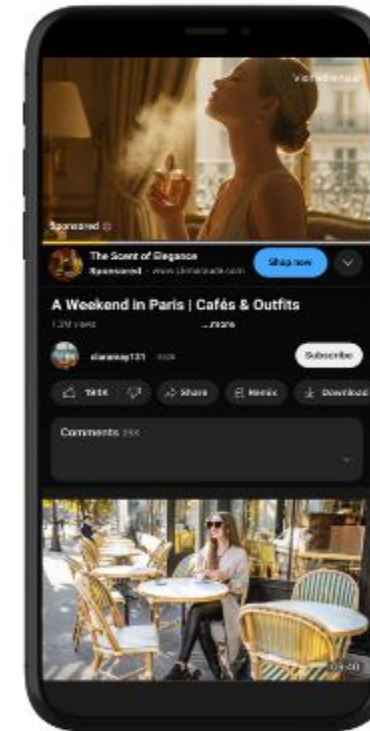# CREATIVE DISPLAY GUIDE

VISUAL REFERENCE: PERFORMANCE MAX – VIDEO ADS

Display
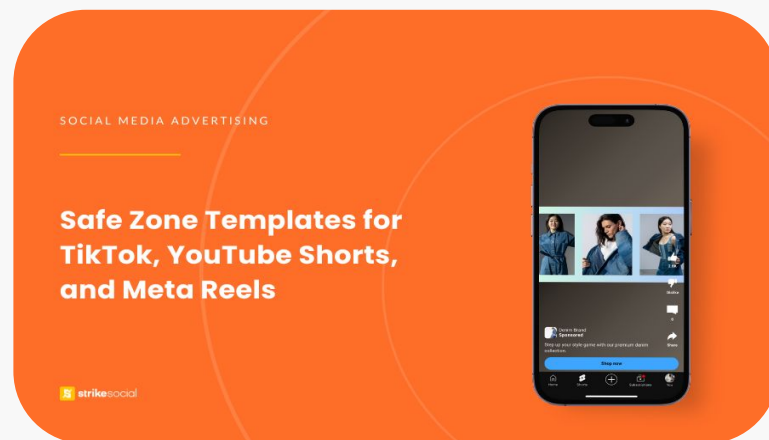(within website)

Display
(full screen)
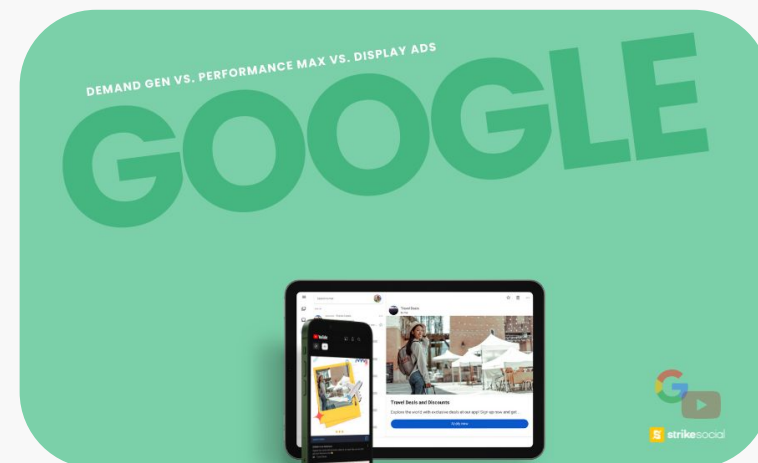
YouTube Home feed

In-stream

Shorts

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Helpful Links

Q1 2025 YOUTUBE BENCHMARK REPORT

Using Strike Social Data, Analyzing Trends, Costs, and Engagement Across YouTube's Key Formats.

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YouTube Ads Benchmark Report: Q1 2025

Download

SOCIAL MEDIA ADVERTISING

Safe Zone Templates for TikTok, YouTube Shorts, and Meta Reels

Safe Zone Templates for TikTok, YouTube Shorts, and Meta Reels

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DEMAND GEN VS. PERFORMANCE MAX VS. DISPLAY ADS

GOOGLE

Demand Gen vs. Performance Max vs. Display Ads

SET UP GUIDES AND BEST PRACTICES FOR SHORTS ADS
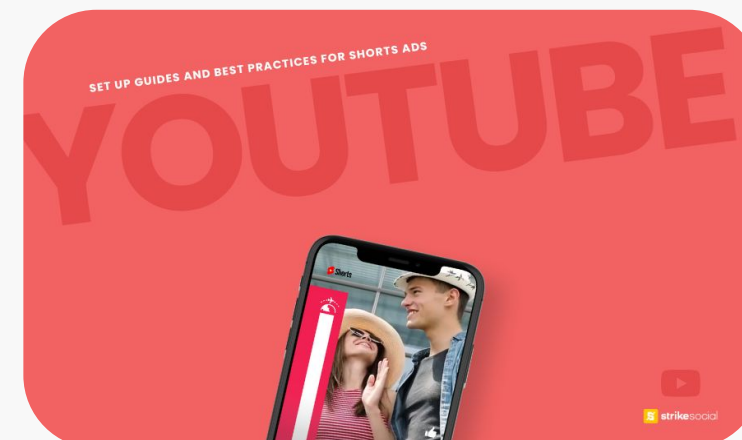
YOUTUBE

YouTube Shorts: Best Practices for Video Ads

COMPLETE GUIDE TO YOUTUBE ADVERTISING

YOUTUBE

Complete Guide to YouTube Advertising

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strikesocial

strikesocial
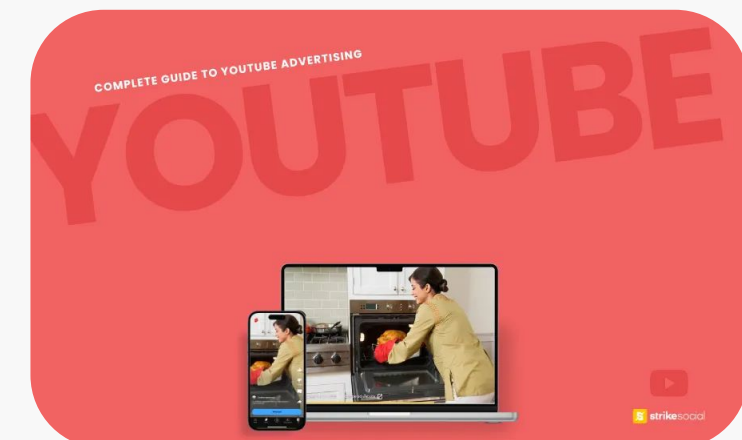
IMPROVE PAID MEDIA PERFORMANCE

START RIGHT NOW