

Decoding the YouTube Video View Campaign Safe Zone



3 Tips for Creating Safe Zone-Compliant Ads

- 1 Know your ad specs.
- 2 Stay in the safe zones.
- 3 Prioritize mobile optimization.

How to Use the Safe Zone Templates

- 01 Start by downloading the provided PNG files. Watch the video [here](#).
- 02 Go to your editing software > import PNG transparent layer
- 03 Position the template by dragging it to the desired layer
- 04 Before exporting your final ad creative > hide or remove the template layer
- 05 Proceed to [setting up your Video Views campaign](#)



YouTube VVC Ad Specs Guide

	Recommended	Can also accept	Callouts
Resolution	<p>1080p (Full HD) Recommended pixels (px) for HD:</p> <ul style="list-style-type: none"> • 1920 x 1080px (horizontal) • 1080 x 1920px (vertical) • 1080 x 1080px (square) 	<p>720p (Standard HD) Minimum px:</p> <ul style="list-style-type: none"> • 1280 x 720px (horizontal) • 720 x 1280px (vertical) • 480 x 480px (square) <p>Minimum px for SD:</p> <ul style="list-style-type: none"> • 640 x 480px (horizontal) • 480 x 640px (vertical) • 480 x 480px (square) 	<p>For optimal quality, we don't recommend using SD.</p>
Aspect ratio	<p>16:9 for horizontal 9:16 for vertical • 1:1 for square</p>	<p>4:3 (SD) for horizontal • 2:3 (SD) for vertical</p>	<p>For optimal quality, we don't recommend using SD.</p>
Format	<p>.MPG (MPEG-2 or MPEG-4)</p>	<p>.WMV, .AVI, .MOV and .FLV .MPEG-1, .MP4, .MPEGPS, 3GPP, WebM, DNxHR, ProRes, CineForm & HEVC (h265)</p>	<p>Audio files like MP3, WAV, or PCM files on YouTube aren't accepted.</p>
File size	<p>≤256 GB</p>		
<p>Format composition • Skippable in-stream • In-feed video • Shorts</p>	<p>Recommended orientations and best practice ad lengths. At least one horizontal :60-3:00, one horizontal :15, and one vertical :10-:60</p>	<p>Skippable in-stream: ≥:05 horizontal • In-feed: ≥:05</p>	<ul style="list-style-type: none"> • Following recommended orientations and ad lengths will allow you to run across all eligible inventory. • Studies show that ads :60-3:00 drive more consideration lift than shorter versions and help tell your story.