



YouTube Ad Specs: A Beginner's Guide



This article is a complete beginner's guide to YouTube ad specs, including important topics like YouTube advertisements.

YouTube has over 2 billion monthly viewers and can help businesses reach a large audience. To use the platform as an effective marketing tool, you must stay up to date on the latest YouTube ad specifications.

Advertising on YouTube provides a powerful way to reach a large audience, but understanding the specifics can be overwhelming for beginners. This guide studies the crucial elements of ad specifications to assist you in creating effective and compliant ads.

What are YouTube Ads?

YouTube commercials, often known as YouTube ads, are promotional messages that may be shown before, during, alongside, or after a video on the YouTube platform. These adverts

have the potential to drastically alter content visibility and search result rankings on the platform.

YouTube Ad Sizes

YouTube allows a wide range of ad sizes to accommodate different places and devices. Here are some common sizes to know:

Display Ads: Display advertisements shown to the right of the featured video and above the video suggestions list. The recommended dimension is 300 by 250 pixels. Standard display ads must match the following specifications:

- Image dimensions: 300×60
- File formats: GIF, JPG, and PNG.
- Maximum animation length is 30 seconds and file size is limited to 150KB.

Overlay Ads: These advertisements are semi-transparent and are positioned at the bottom 20% of your video. The most appropriate sizes are 468 x 60 or 728 x 90 pixels. Standard display ads must adhere to the following specifications:

- Image dimensions: 300×60
- Animation file types include GIF, JPG, and PNG, with a maximum size of 150KB and a duration of 30 seconds.

Skippable Video Ads: Skippable video advertisements should last at least 12 seconds and no more than 6 minutes, with the opportunity to skip after 5 seconds. The following [YouTube ad specs](#) should be met for skippable video commercials.

- Resolution: Full HD (1080p). Recommended pixel sizes: 1920 x 1080 (horizontal), 1080 x 1920 (vertical), and 1080 x 1080 (square).
- Aspect ratios: 16:9 horizontal, 9:16 vertical, and 1:1 square
- format:MPG (MPEG-2 or MPEG-4).
- File size: ≤256 GB

- Headline: ≤ 15 characters

Non-Skippable Video Ads: These must be watched before the video can be viewed and are typically 15-20 seconds long. Non-skippable video advertisements should follow the following specifications:

- Full HD (1080p) resolution. The recommended horizontal resolution is 1920 x 1080 pixels (px). Vertical resolution: 1080 x 1920 pixels. 1080 x 1080 pixels (square format)
- Aspect ratios: 16:9 horizontal, 9:16 vertical, and 1:1 square.
- Format should be : MPG (MPEG-2 or MPEG-4)
- File size: 256 GB or less.
- Headline length: ≤15 characters

Bumper Ads: Ads that are up to six seconds long and cannot be skipped. The following requirements should be met by bumper ads:

- ASF, Windows Media, MPEG, Quicktime, AVI, or MP4 must be the format of the video file.
- 1GB is the maximum file size.
- Maximum Duration: six seconds
- Preferred video dimensions: 640 x 360 or 480 x 360 with a 300 x 60 picture, with a JPG, GIF, or PNG file type.

Masthead ads: Masthead ads on YouTube are premium banner ads displayed prominently at the top of the YouTube homepage for desktop and mobile users. The specifications for masthead advertisements are as follows:

- 16:9 for the best possible performance
- At least 1920 x 1080 pixels in .jpg or .png format without transparency is required for resolution.

Conclusion

Navigating YouTube ad specifications may initially appear complex, but mastering the fundamentals is essential for successful ad campaigns. Concentrate on the ad formats and dimensions that align with your objectives.