

Display Ads creative specs

Yellow can create compelling online ads to promote your business. Our studio will create one advertisement and apply it to each top performing ad size. Or if you wish, supply your own artwork and we'll do the rest.

File types:

.jpg
.png
.gif (static or animated)
We can upload supplied [html ads](#)

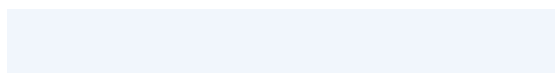
File size:

150kb or smaller

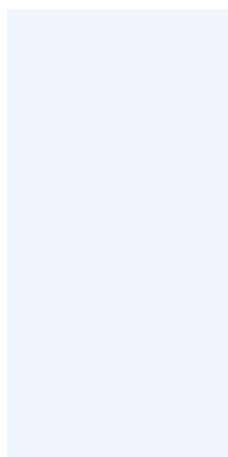
Ad sizes:

The top performing ad sizes are:

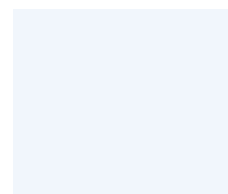
728px(w) x 90px(h)



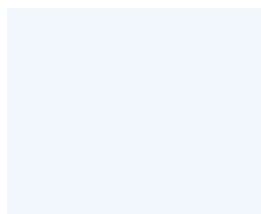
300px(w) x 600px(h)



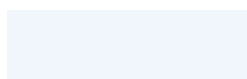
300px(w) x 250px(h)



336px(w) x 280px(h)



Mobile
320px(w) x 100px(h)



View Google's guide to ad sizes [here](#).

Image ad requirements:

[Click here](#) for the image ad requirements.

Content guidelines

Keep it honest

Ad content can't trick users into clicking your ad.

Fill the space

You must use the entire space of your ad banner.

Stand out

We recommend using borders (if has white background) or use a coloured background to ensure ads stand out against a variety of backgrounds - your ads will show on a variety of different websites.

Tips

If you're new to creating image-based display ads, or you'd like to improve your display ad performance, Google have got some tips to help you get the job done [here](#).