

# GOOGLE DISPLAY / STATIC AND ANIMATED IMAGE ADS

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## 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.

## Ad sizes (pixels)

Guide to [ad sizes](#). The top performing ad sizes are 300x250, 336x280, 728x90, 300x600, 320x100 (mobile).

## Image ad requirements

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

## Content

Ad content can't trick users into clicking your ad. You must also use the entire space of your ad banner. 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 for creating effective display ads

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](#).

## File types

Static .jpeg, .jpg, .png, or animated .gif.

We can upload supplied [html ads](#).

## File size for all formats

150kb or smaller.

