

# GOOGLE IMAGE ADS SPECIFICATIONS TABLE



	Non Animated Images	Animated Image Ads	HTML5 Ads	Flash Ads
File Type	.jpeg, .jpg, .png, .gif	.gif	.zip Your zip file can contain .css, .js, .html, .gif, .png .jpg, .jpeg	.swf
File Size	150KB or smaller	150KB or smaller	150KB or smaller	150KB or smaller
Images Size	Vertical rectangle: 240 x 400 Mobile leaderboard: 320 x 50 Banner: 468 x 60 Leaderboard: 728 x 90 Square: 250 x 250 Small square: 200 x 200 Large rectangle: 336 x 280 Inline rectangle: 300 x 250 Skyscraper: 120 x 600 Wide skyscraper: 160 x 600 Half-page: 300 x 600 Large leaderboard: 970x90 Large mobile banner: 320 x 100	Banner: 468 x 60 Leaderboard: 728 x 90 Square: 250 x 250 Small square: 200 x 200 Large rectangle: 336 x 280 Inline rectangle: 300 x 250 Skyscraper: 120 x 600 Wide skyscraper: 160 x 600 Half-page: 300 x 600 Large leaderboard: 970x90 Large mobile banner: 320 x 100 Billboard: 970 x 250	Banner: 468 x 60 Leaderboard: 728 x 90 Square: 250 x 250 Small square: 200 x 200 Large rectangle: 336 x 280 Inline rectangle: 300 x 250 Skyscraper: 120 x 600 Wide skyscraper: 160 x 600 Half-page: 300 x 600 Large leaderboard: 970x90 Large mobile banner: 320 x 100 Billboard: 970 x 250	Banner: 468 x 60 Leaderboard: 728 x 90 Square: 250 x 250 Small square: 200 x 200 Large rectangle: 336 x 280 Inline rectangle: 300 x 250 Skyscraper: 120 x 600 Wide skyscraper: 160 x 600 Half-page: 300 x 600 Large leaderboard: 970x90 Large mobile banner: 320 x 100 Billboard: 970 x 250
Animation Specs	N/A	30 seconds or shorter Looping stops in 30secs 5 frames/sec or slower	N/A	30 seconds or shorter Looping stops in 30secs 20 frames/sec or slower
Important Specs	Ad images must be clear and recognizable, with legible text	Ad images must be clear and recognizable, with legible text Ads may contain user-initiated audio only.	Ad images must be clear and recognizable, with legible text. Ads must be created with Google Web Designer. All images referenced must be in the .zip file. Only Google Web fonts allowed. Only Tap components allowed. Expandable ads are not supported. Local storage methods cannot be used in HTML5 ads. For environment target actions, timer and multiple exits are not supported. Ads may contain user-initiated audio only. Ads may not include code that generates or uses random numbers.	Ad images must be clear and recognizable, with legible text At the time of publication, April 2014, AdWords supports only Adobe Flash Player versions 4 through 10.1. Google doesn't allow Flash ads that don't support the clickTAG variable. Ads may contain user-initiated audio only. Ads may not include code that generates or uses random numbers.