



## Display Ad Sizes:

### File Types

Formats: GIF, JPG, PNG | Max Size 150KB

### Ad Sizes

#### Square and Rectangle

- 200 × 200 Small square
- 240 × 400 Vertical rectangle
- 250 × 250 Square
- 300 × 250 Inline rectangle
- 336 × 280 Large rectangle

#### Leaderboard

- 468 × 60 Banner
- 728 × 90 Leaderboard

#### Mobile

- 300 × 50 Mobile banner
- 320 × 50 Mobile banner

#### Skyscraper

- 120 × 600 Skyscraper
- 160 × 600 Wide skyscraper
- 300 × 600 Half-page ad

## For Geofencing Display:

### File Size

Max Size 200KB | only available to serve on mobile devices

Listed in descending order of inventory availability – if only going to generate 3 ad sizes, then we recommend the first 3 ad sizes listed.

320x50, 728x90, 320x480, 300x250, 300x50



## Animated Display Ads:

For **animated ads**, the requirements vary based on the platform:

- Google prefers [responsive display ads](#) which are built directly in Google Ads and have specific requirements
  - An image: Landscape (1.91:1): 1200 x 628 pixels & Square: 1200 x 1200 pixels
  - A logo: Landscape (4:1): 1200 x 300 pixels & Square: 1200 x 1200 pixels
  - A short headline (at least 1, or up to 5 headlines, of 30 characters or fewer)
  - A long headline (90 characters or fewer)
  - A description (at least 1, or up to 5 descriptions)
  - A business name
  - A final URL
- Google has the following criteria for uploading animated display ads (GIFs)
  - Animation length must be 30 seconds or shorter
  - Animations can be looped, but the animations must stop after 30 seconds
  - Animated GIF ads must be slower than 5 FPS
- Simpli.fi animated display ads:
  - maximum of 18 frames per second
  - maximum animation length of 30 seconds with no more than two loops