



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