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Ad formats.

A short explanation

Text

This is the most straightforward format of PPC ads. A basic text ad consists of at least one ad title or headline, a display URL and up to two short descriptions and provide you up to three headings and two descriptions at maximum.

Technical settings

- **Headline:** 3 headlines, up to 30 characters each
- **"Path" fields (optional):** each path can have up to 15 characters.
- **Description:** 2 descriptions, up to 90 characters each
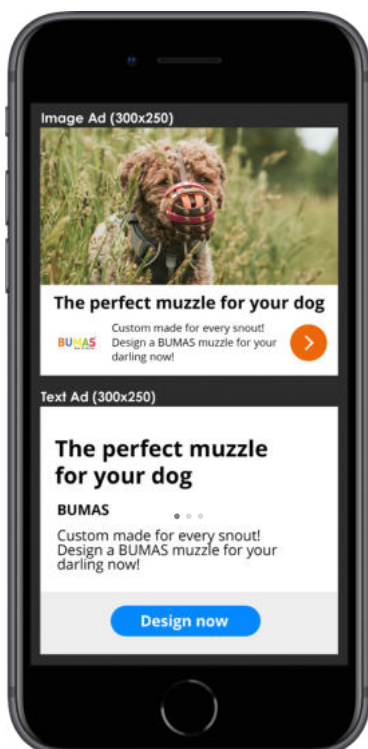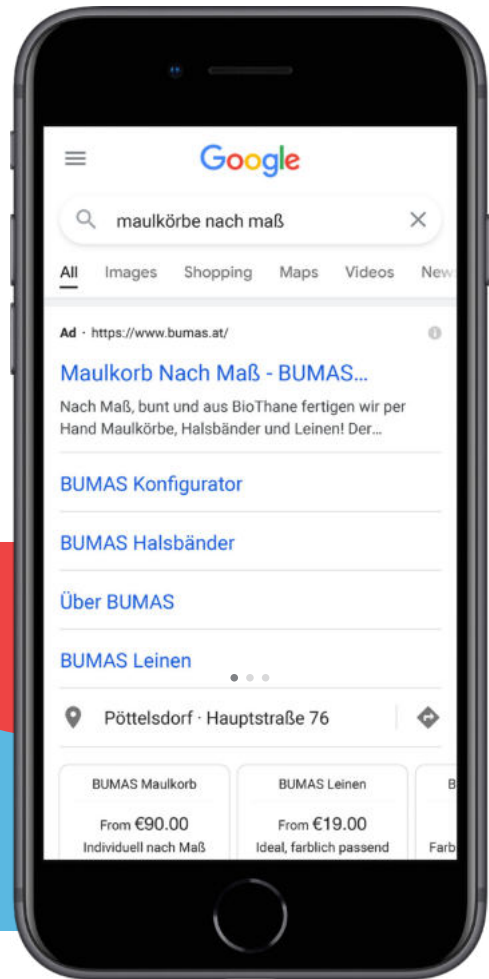
Responsive

Responsive ads automatically adjust their size, appearance, and format to fit available ad spaces. So a single responsive ad may appear as a small text ad in one place and a large image ad in another. These ads can appear on Google results pages and across the Google Network. Images uploaded will be automatically scaled to fit into each ad space and text will be chosen on the basis of available space.

Technical settings

- **Images:** up to 15 marketing images
- **Landscape:** ratio of 1.91:1, greater than 600 x 314, 5MB file size limit
- **Square:** ratio of 1:1, greater than 300 x 300, 5MB file size limit

- **Logo (optional):** up to 5 logos
- **Square** (1:1, 128 x 128 or greater, max. 5MB)
- **Landscape:** (4:1, 512 x 128 or greater, max. 5MB)

- **Descriptions:** up to 5 descriptions, of up to 90 characters each
- **Headlines:** up to 5 different headlines, of 30 characters each
- **Long headline:** up to 90 characters

Image

Image ads allow you to upload your own branded visuals to make a stunning, aesthetic advertisement. An image ad consists of an image that you provide featuring information about your business, services, or products. When people click anywhere on your ad, they'll be taken to your website. Image ads can appear on webpages and other places in the Display Network.

Technical settings

- **Formats:** GIF, JPG, PNG
- **Max. size:** 150KB
- **GIF:** 30 seconds or less, slower than 5 FPS

- **HMTL5 Ads:**
  - **Formats:** ZIP containing HTML and optionally CSS, JS, GIF, PNG, JPG, JPEG, SVG
  - **Size:** 150 KB or smaller
  - **Files:** max. 40 Files per .zip folder
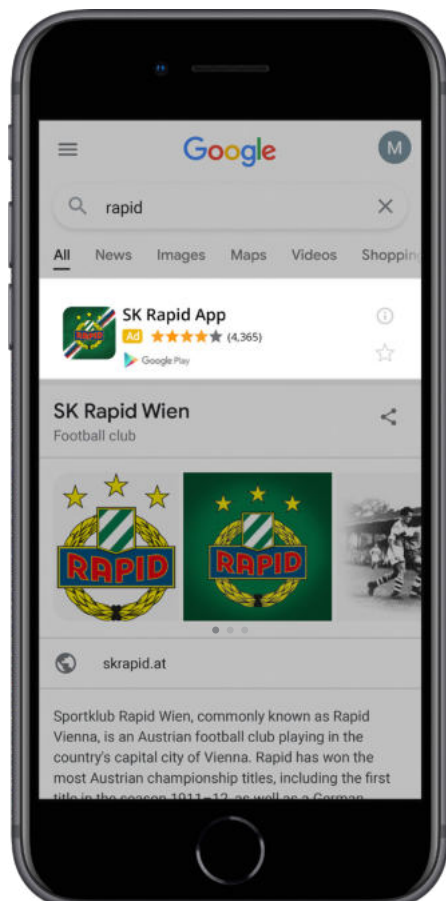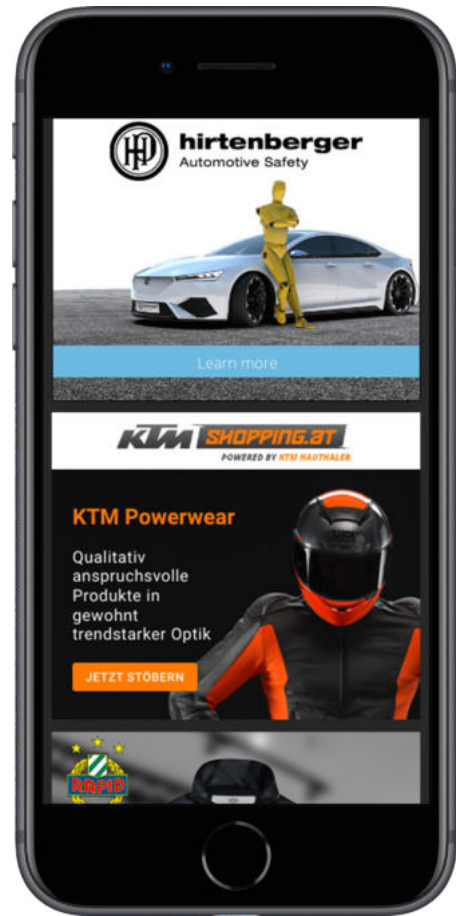
App Promotion Ads

Google uses your app assets to create ads for the different networks available. These networks include Google Search Network, Google Play, Google Display Network, Google Discover, and YouTube. Google's technology optimizes the app ads and helps you reach out to the audience most interested in similar apps like yours. There are three ways of optimizing Google Ads – for app installs, for in-app action value, and in-app actions.

Technical settings

- **Headline ideas:** at least 2
- **Description idea:** at least 1

- You have the option to add up to 20 of each of the following assets:

- **Video:** must be hosted on YouTube; landscape, portrait, or square
- **Image:** .jpg, .gif, or .png with a maximum size of 1024 KB for landscape
- **HTML5:** Upload HTML5 as .zip with a maximum size of 1MB and no more than 40 files
- **Currently accepted sizes:** 480x320, 320x480, 300x250, 320x50

Video

In Google Ads you can create compelling video campaigns with a range of video ad formats to engage customers in different ways on YouTube and across video partner sites. Google video partners are high-quality publisher websites and mobile apps where you can show your video ads to viewers beyond YouTube.

Formats

- Skippable in-stream ads
- Non-skippable in-stream ads
- Video discovery ads
- Bumper ads
- Outstream ads
- Masthead ads

Video ad content must be hosted on YouTube
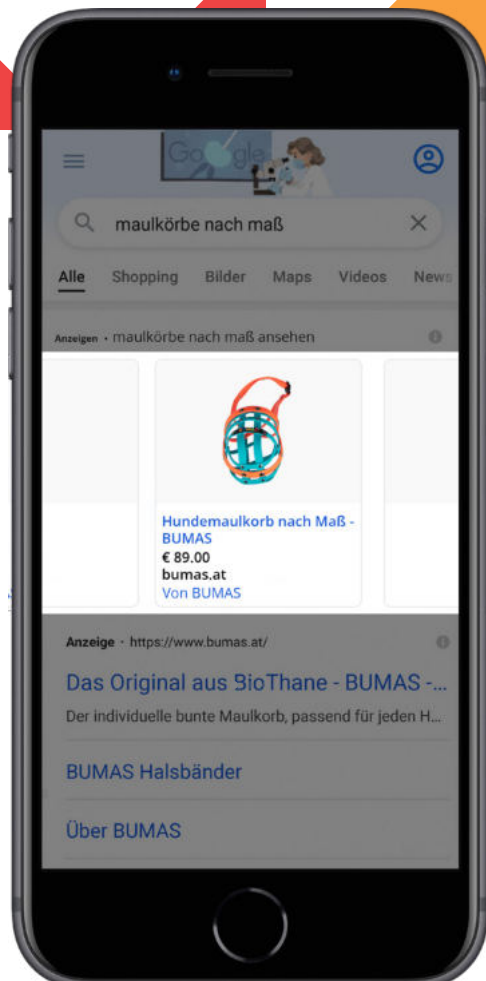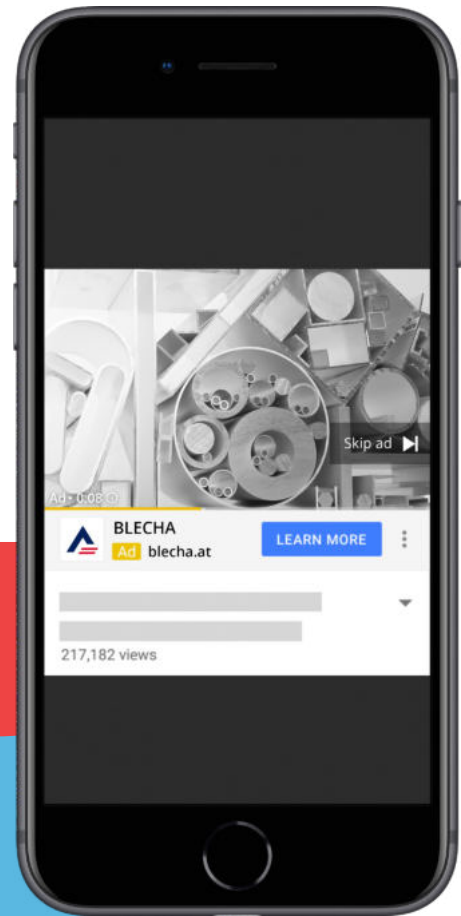
Product Shopping Ads

Product shopping ads appear when a Google user does a search that has clear shopping intent or directly relates to one of your products. This ad format type shows an image of the product, a title, the price of the item and your store/business name. Similar to text ads, search users are brought to your website after they've clicked the shopping ad.

Technical settings

- **General requirements:** Merchant Center account, Google Ads account, Google Shopping feed
- **Product image:**
  - **Format:** non-animated GIF (.gif), JPEG (.jpg/.jpeg), PNG (.png), BMP (.bmp), and TIFF (.tif/.tiff)
  - **Size for non-apparel products:** at least 100 x 100 pixels
  - **Size for apparel products:** at least 250 x 250 pixels

Call-only Ads

Call-only ads are mobile-specific ads that directly focus on encouraging search users to call your business. They only appear on mobile devices that are capable of making a call. Users that click a call-only ad are not brought to your website. Instead, the phone app on their device opens and begins making a call to the number you have provided.

Technical settings

- **Headline 1 (optional):** max. 30 characters
- **Headline 1 (optional):** max. 30 characters
- **Business name:** Your business name, max. 25 characters
- **Phone number:** Your phone number
- **Description line 1:** max. 90 characters
- **Description line 2 (optional):** max. 90 characters
- **Display path (optional):** max. 15 characters
- **Verification URL:** URL of a webpage that includes your business phone number.
- **Final URL:** optional, but recommended.