NEW.
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YouTube.
Ad formats.

A short explanation

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Display Ads

Display ads on YouTube are only available for desktop and appear on the right-hand sidebar. They consist of an image and text, alongside a CTA with a link to your website. Use display ads if you want to boost brand awareness, you advertise to an audience that uses primarily desktops and you don't need sound to adequately advertise your product.

Technical settings

- **Image:** 300×60
- **File type:** GIF, JPG, PNG
- **File size:** Max. 150KB
- **Max. animation length:** 30 seconds
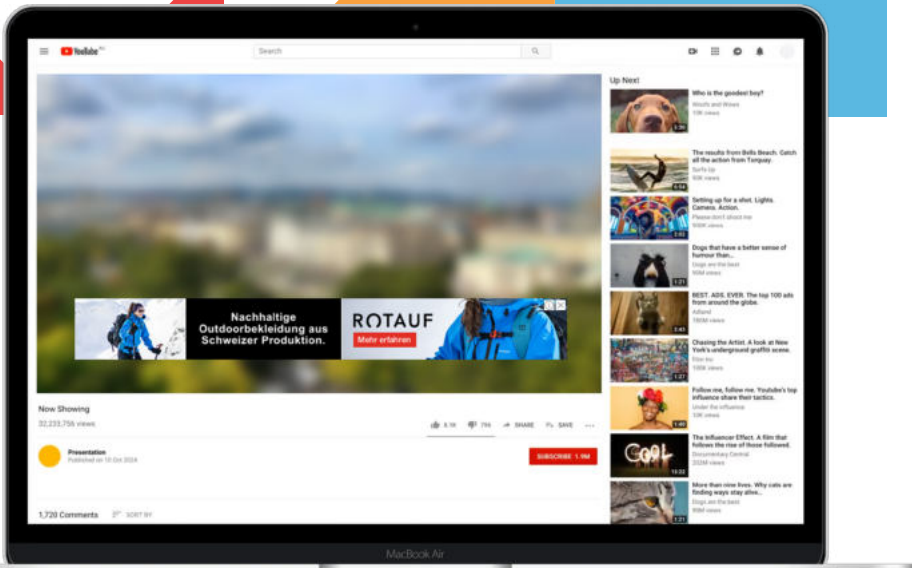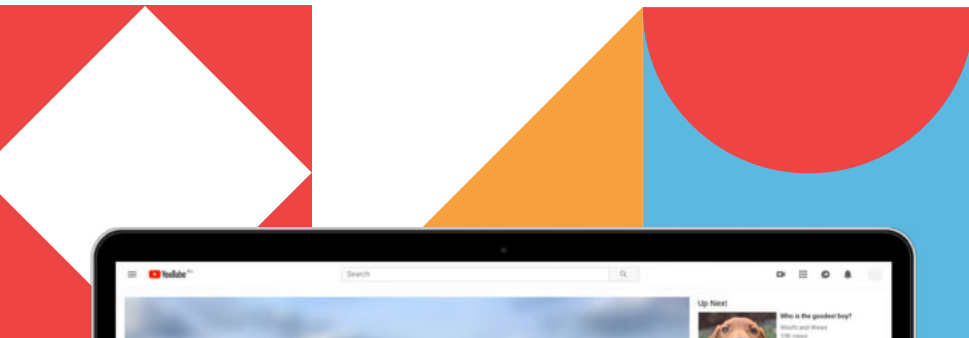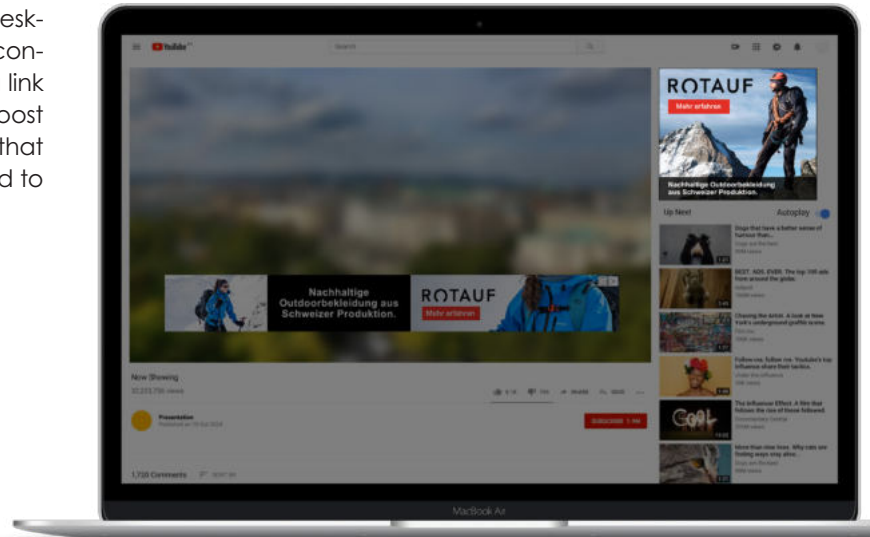
Overlay Ads

Think of discovery ads as a kind of online billboards. These are generally static images or have very minimal movement and animation to them. They appear either to the side of the video or as an overlay on the bottom of the video. They're good to include in your YouTube advertising mix because they're less expensive than other ad forms like those that appear before or during videos.

Technical settings

- **Image:** 480×70
- **File type:** Static GIF, PNG, JPG
- **File size:** Max. 150KB

Youtube Ad Formate

Skippable Video Ads

These ads play before or during a video (a.k.a. "pre-roll" or "mid-roll"). Their defining feature is that viewers can choose to skip them after the first 5 seconds. As an advertiser, you only pay when viewers choose to keep watching past those first 5 seconds. Your ad must be at least 12 seconds long (though a length of under 3 minutes is recommended). You pay when a person has watched the first 30 seconds, or the whole video, or if they interact with your ad by clicking.
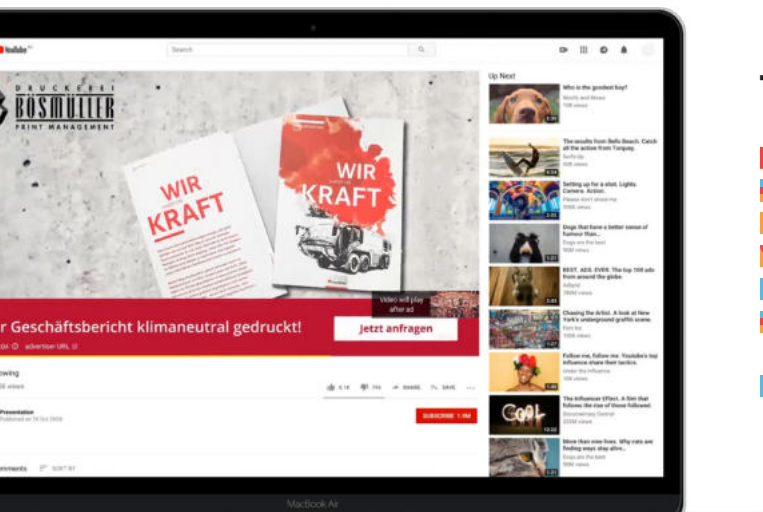
Technical settings

- **Video codec:** H.264, MPEG-2, MPEG-4
- **Audio codec:** AAC, MP3
- **Resolution:** 640×360 (19:9 aspect ratio) or 480×360 (4:3 aspect ratio)
- **Frame rate:** 30 FPS
- **File size:** Max. 1 GB
- **Companion image specs:** a) 300×60 pixels; b) JPG, static GIF, or PNG; c) Max. 1KB
- **Length:** Up to 6 minutes
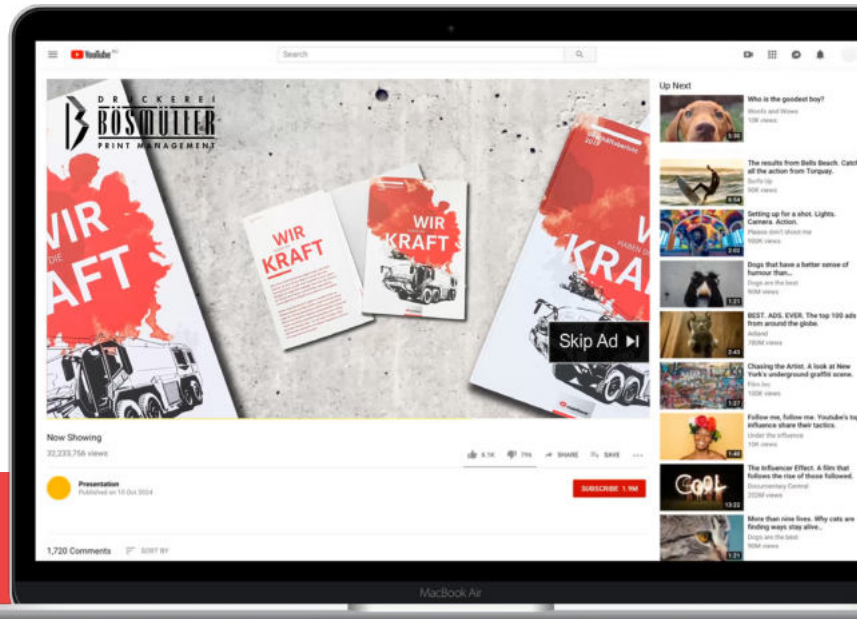
Non-skippable Video Ads

Non-skippable ads are short in-stream video ads that play before, during, or after another video. Viewers don't have the option to skip your ad. With videos between 6 and 15 seconds, non-skippable ads allow you to reach viewers with your entire message. When you're aiming for a wide lift in brand awareness, and you're confident that your creative is strong enough to hold your audience's attention for the full 15 seconds, choose this ad format.

Technical settings

- **Video codec:** H.264, MPEG-2, MPEG-4
- **Audio codec:** AAC, MP3
- **Resolution:** 640×360 (19:9 aspect ratio) or 480×360 (4:3 aspect ratio)
- **Frame rate:** 30 FPS
- **File size:** Max. 1 GB
- **Companion image specs:** a) 300×60 pixels; b) JPG, static GIF, or PNG; c) Max. 1KB
- **Length:** Max. 15 or 20 seconds (depends on region)

Bumper Ads

A bumper ad is a short video ad format designed to allow advertisers to boost brand awareness. It is 6 seconds or shorter and it plays before, during or after another video. They can appear on YouTube, or on videos on partner sites and apps on the Display Network.
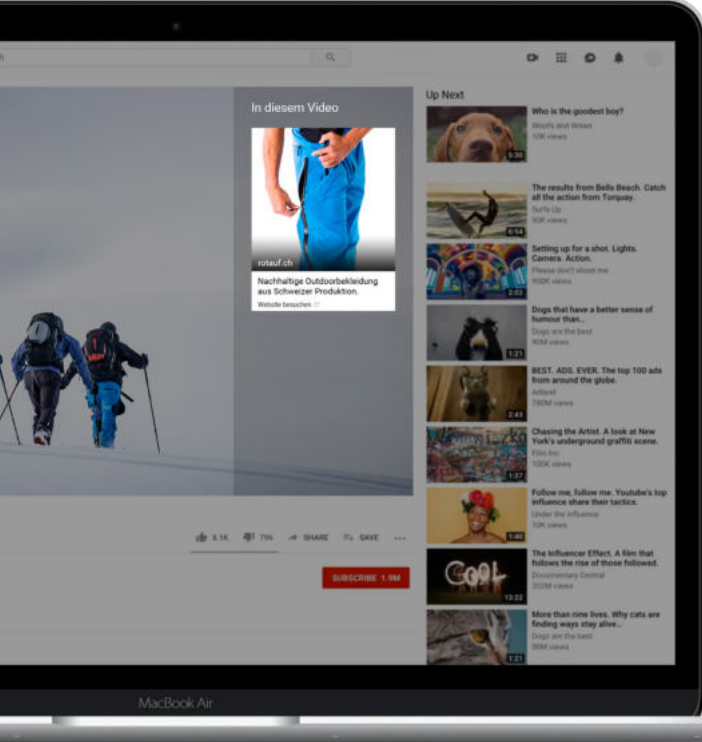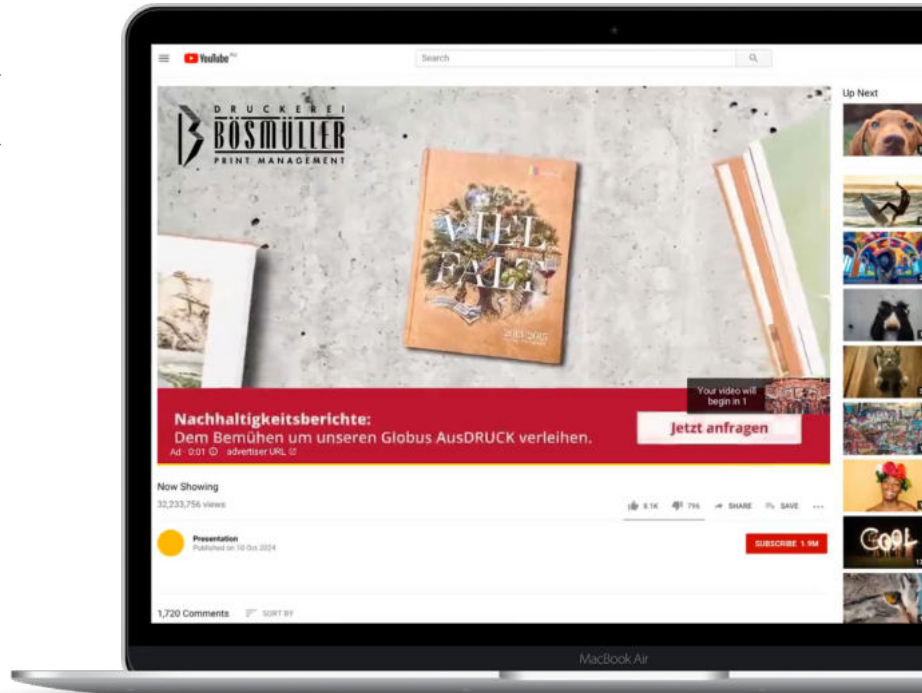
Technical settings

- **Video codec:** H.264, MPEG-2, MPEG-4
- **Audio codec:** AAC, MP3
- **Resolution:** 640×360 (19:9 aspect ratio) or 480×360 (4:3 aspect ratio)
- **Frame rate:** 30 FPS
- **File size:** Max. 1 GB
- **Companion image specs:** a) 300×60 pixels; b) JPG, static GIF, or PNG; c) has to follow Google's image ad policies; d) Max. 1KB
- **Length:** Max. 6 seconds

Sponsored Cards

One of the newer additions to YouTube's ad arsenal is the sponsored card. How it works is that users will see a brief "teaser" for the sponsored card. After a few seconds, the teaser is replaced by a card icon. Appearing in the upper right-hand corner of the video they are currently watching, the icon gives users the choice of clicking through to access further information about the sponsored content.

Technical settings

- **Media: image;** a) JPG, static GIF, or PNG; b) Aspect ratio 1:1; c) Max. 1KB
- **Length:** Max. 15 or 20 seconds (depends on region)
- **File Size:** 2MB Maximum