

Google Ads Guidelines

If you're new to display advertising, you may not be familiar with the most common ad dimensions. This document has examples of ad sizes you may choose to use.

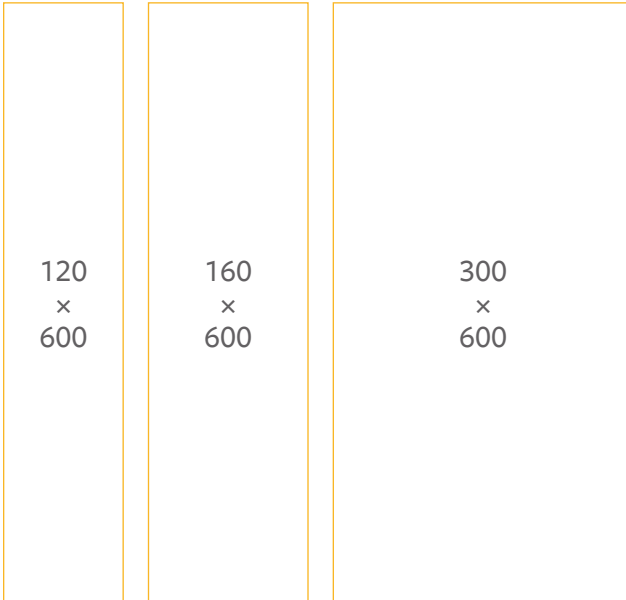
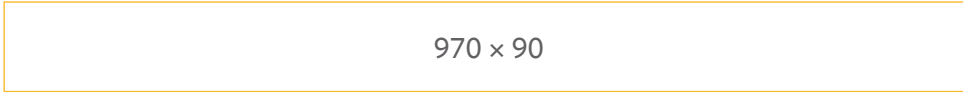
You can create ads of various sizes with Ad Gallery templates or by uploading custom ads. Submitting correctly sized ads will increase ad approval and speed up ad delivery.

Common Mobile Ad Sizes (for mobile devices)



Common Desktop Ad Sizes (for ads viewed on computers only)





Related Policies and Prohibitions

The following AdWords policies are especially relevant to image ads and are often associated with disapprovals. Avoid these practices. Once your ad is disapproved, it is difficult to get approval without making significant changes to your ad and campaign.

Image Quality

- All images used in advertising must meet quality standards. The image layout must conform to AdWords standards and the image itself can't be blurry.

Unclear Relevance

- All information should be relevant to what you're advertising.

Misleading Content

- All information should be accurate and descriptive of what you're advertising. Image ads can't contain images that resemble site warnings or error messages, and images can't appear to be multiple ads.

Animation in Image Ads

- ⊘ Animations that last longer than 30 seconds are not allowed.

Note: Shorter animations can loop or repeat, but must stop after 30 seconds.