

Part of the  
**Digital Performance  
Improvement  
Programme**

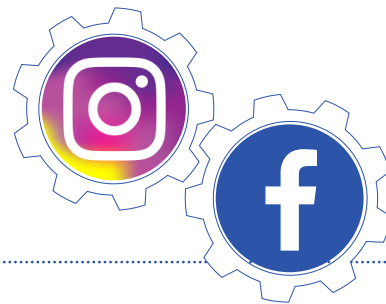


# DISPLAY AND PAID SOCIAL ASSET SPECS



In order to run successful campaigns on the **Google Display Network** on Paid Social Channels such as **Facebook** and **Instagram** there is a requirement to have collateral designed. There are very specific requirements when designing these assets and the below guide gives an overview of what is required for each medium.

## SOCIAL MEDIA



The table below outlines the image sizes required to run ads on Facebook and Instagram. The three formats below are the most common on the Ads platform. A carousel ad allows you to add multiple images to your ad and allows the visitor to scroll through these images. It is a very useful format to showcase different visual elements within your property. The Single Ad format includes 1 strong image - this format will work best for a promotion where there is a very specific message to get across to your customers. The final ad format is video. The Video format is effective to drive engagement and showcase your product in more detail.

Asset Type	Image Size/Resolution (width x height)	Image Format	Max File Size	Number of Images
Carousel Ad	1080 x 1080 Pixels	jpeg or png	30 MB	Minimum 2 and Max 10
Single Image	1200 x 628 Pixels	jpeg or png	30 MB	1
Video	1080 x 1080 Pixels	Mp4, MOV or gif	4 GB	1 Video

# GOOGLE DISPLAY / REMARKETING

## Designed Banners

Designed banners are banners that need to be designed by a graphic designer to the below specs. Designed banners will typically be more effective for Branding campaigns as they are designed with the brand in mind. However these banners need to be custom designed so are more expensive to create.

Asset Type	Image Size/Resolution (width x height)	Image Format	Max File Size	Number of Images
Mobile Leaderboard	320 x 50 Pixels	gif, jpeg or png	150 KB	1 Designed Banner
MPU	300 x 250 Pixels		150 KB	1 Designed Banner
Leaderboard	728 x 90 Pixels		150 KB	1 Designed Banner
Skyscraper	160 x 600 Pixels		150 KB	1 Designed Banner

## Responsive Display Ads

Responsive Display Ads are Google generated banners that are quicker and more cost effective to create and more scalable. They work better from a conversion perspective but are not as strong from a branding perspective. Creating these banners involves uploading a Logo, a Landscape Image and a Square Image and then Google will create all relevant Banner Sizes Dynamically.

Asset Type	Image Size/Resolution (width x height)	Image Format	Max File Size	Number of Images
Landscape Image	Min 600 x 314 Pixels	gif, jpeg or png	5 MB	
Square image	Min 300 x 300	gif, jpeg or png	5 MB	
Logo	Min 128 x 128	gif, jpeg or png	5 MB	