YOUTUBE ADS

*Your video must be uploaded to YouTube and set as public or unlisted to use in an ad.
Please share URL(s) once uploaded

VIDEO	1920x1080 (16:9 aspect ratio) 1080x1920 (9:16 aspect ratio) 1080x1080 (1:1 aspect ratio) **Resolution:** 1080p **Max File Size:** 256 GB
FILE TYPES	MPG (recommended) MOV WMV AVI FLV
LENGTH	Recommended: :15s or :30s
TEXT REQUIREMENTS	Call-to-action: 10 Characters Max Headline: 30 Characters Max Long Headline: 90 Characters Max Description: 90 Characters Max
COMPANION BANNER (optional)	**Size**: 300x60 **File Types:** JPEG, GIF, PNG **Max File Size:** 150 kb NOTE: If no companion banner provided, it will be autogenerated from your YouTube channel banner

Prohibited Creative Guidelines

- Promote online gambling (paid, free, or gateway to paid gambling brick and mortar gambling is acceptable)
- Depicting or delivering libelous, violent, tasteless, hate, defamatory or illegal content
- Portray partial or complete nudity, pornography, and/or adult themes, obscene content, alcohol/tobacco related products
- Certain healthcare: Clinical trial recruitment; HIV home tests; addiction services; prescription drug services
- Certain financial services: Personal loans, loan modification, credit repair services
- Spawn pops, simulate clicks, malicious code, viruses, or executable files of any kind

Please visit YouTube's full list of prohibited restrictions for creative: https://support.google.com/adspolicy

** Assets are due two weeks prior to launch

mediamax