



CAMPAIGN TYPE: DEMAND GEN

AD TYPE	INPUT	MAX SIZE/RATIO/TIME	QUANTITY	REQUIRED?
Text	Final URL	2,048 characters	1 URL	✓
Text	Business Name	25 characters	1 Name	✓
Text	Call to Action	Automated *Or manually choose from list of options	1 Call to Action	✓
Text	Headlines	40 characters	1-5 Headlines Recommended: 5	✓
Text	Descriptions	90 characters	1-5 Descriptions Recommended: 3	✓
Images	Landscape 1.91:1	1200x628 (min 600x314)	1-20 Images Recommended: 3	✓
Images	Logo 1:1	1200x1200 (min 144x44)	1-5 Images Recommended: 1	✓
Images	Square 1:1	1200x1200 (min 300x300)	1-20 Images Recommended: 3	✓
Images	Portrait 4:5	960x1200 (min 480x600)	1-20 Images Recommended: 3	X
Videos	Landscape 16:9	10-60 seconds	1-5 Videos	X
Videos	Vertical 9:16 or 4:5	10-60 seconds	1-5 Videos	X
Videos	Square 1:1	10-60 seconds	1-5 Videos	X

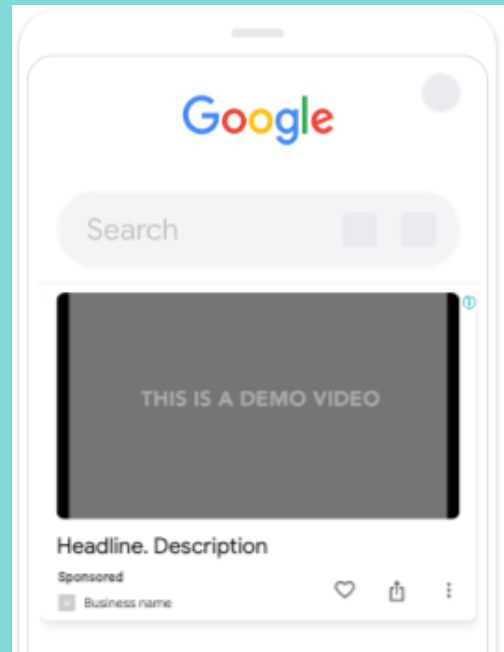
DEMAND GEN AD EXAMPLES

**Previews shown here are examples and don't include all possible formats.*

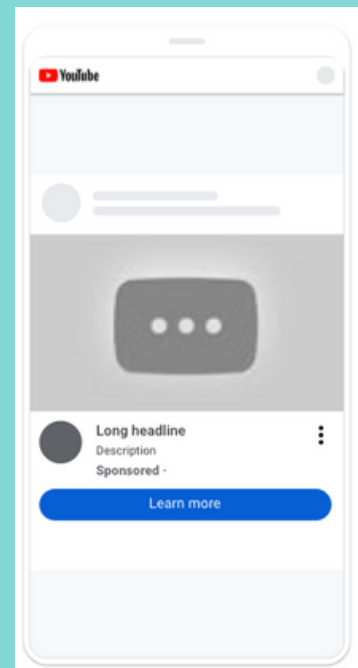
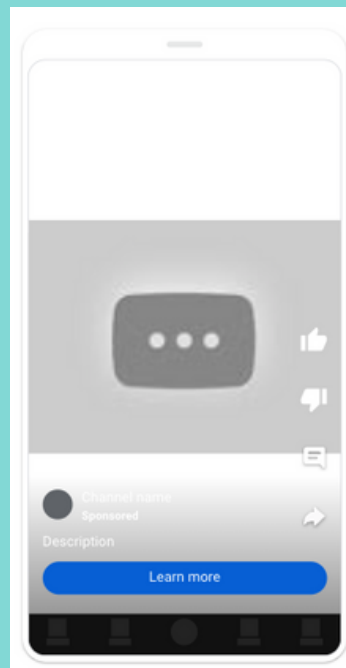
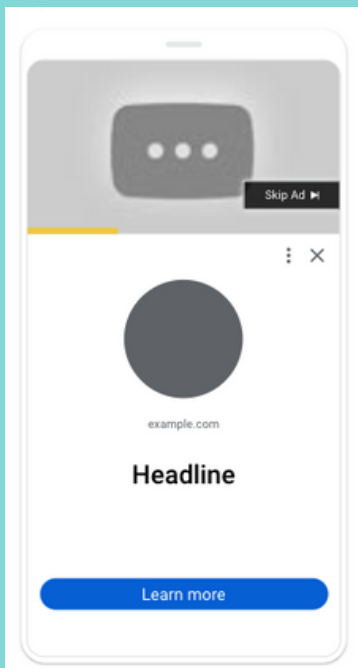
YOUTUBE (DESKTOP)



DISCOVER (MOBILE)



YOUTUBE (MOBILE)





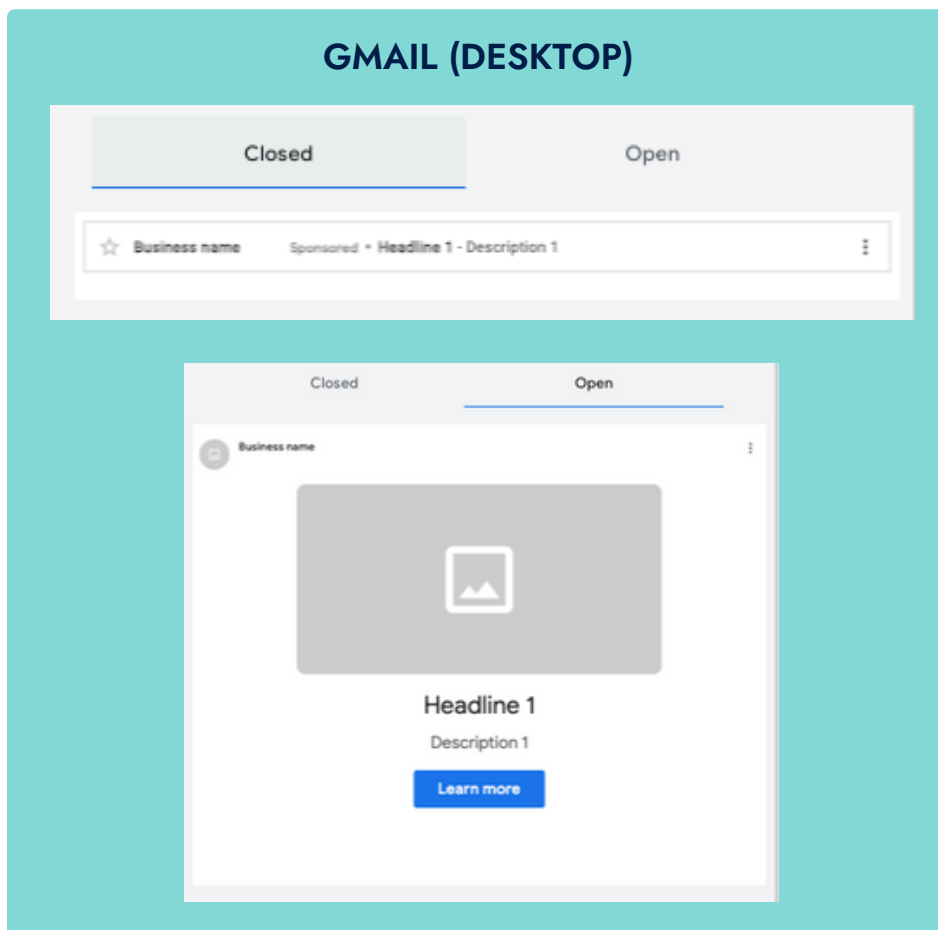
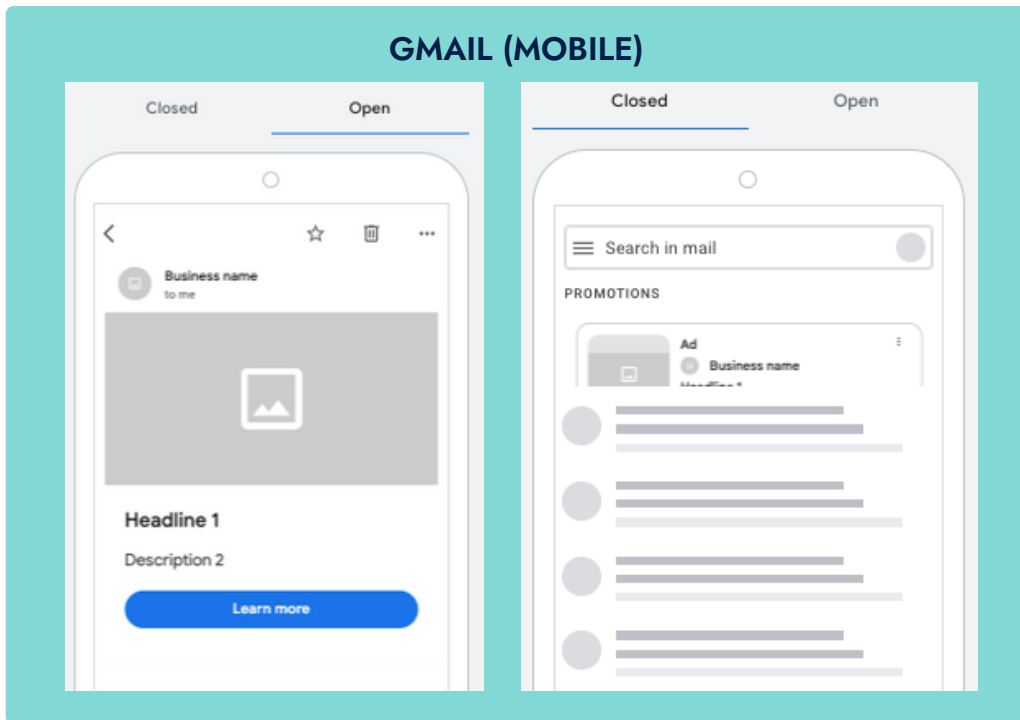
GOOGLE ADS CAMPAIGN SPECS

CAMPAIGN TYPE: PERFORMANCE MAX

AD TYPE	INPUT	MAX SIZE/RATIO/TIME	QUANTITY	REQUIRED?
Text	Headlines	30 characters	3-15 Headlines Recommended: 11	✓
Text	Long Headline	90 characters	1-5 Headlines Recommended: 2	✓
Text	Descriptions	60 characters (1 required), 90 characters (1 required)	2-5 Descriptions Recommended: 4	✓
Text	Business Name	25 characters	1 Name	✓
Text	Call to Action	Automated *Or manually choose from list of options	1 Call to Action	✓
Text	Final URL	2,048 characters	1 URL	✓
Images	Landscape 1.91:1	1200x628 (min 600x314)	1-20 Images Recommended: 4	✓
Images	Square 1:1	1200x1200 (min 300x300)	1-20 Images Recommended: 4	✓
Images	Logo 1:1	1200x1200 (min 128x128)	1-5 Images Recommended: 1	✓
Images	Logo 4:1	1200x300 (min 512x128)	1-5 Images Recommended: 1	X
Images	Portrait 4:5	960x1200 (min 480x600)	1-20 Images Recommended: 2	X
Videos	Landscape 16:1	10 seconds or more	1-5 Videos Recommended: 1	X
Videos	Square 1:1	10 seconds or more	1-5 Videos Recommended: 1	X
Videos	Vertical 9:16	10 seconds or more	1-5 Videos Recommended: 1	X

PERFORMANCE MAX AD EXAMPLES

**Previews shown here are examples and don't include all possible formats.*

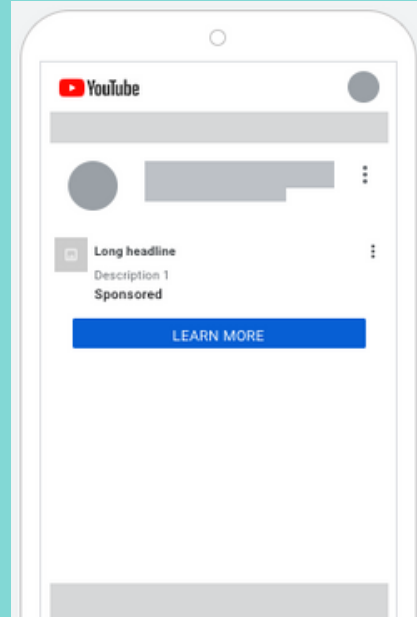
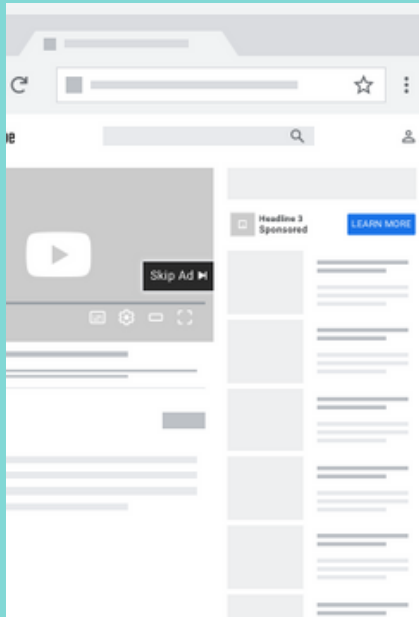




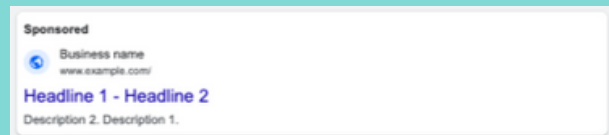
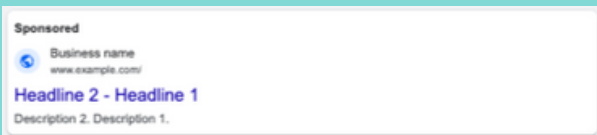
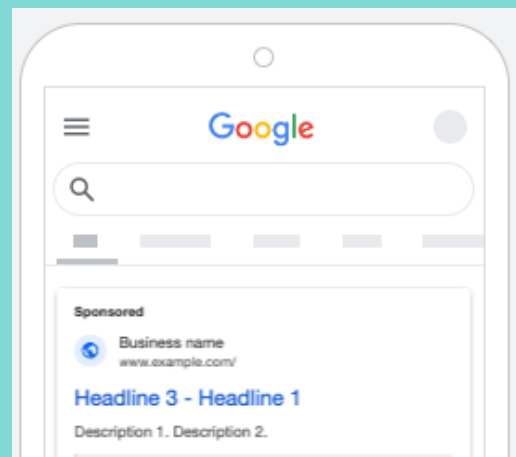
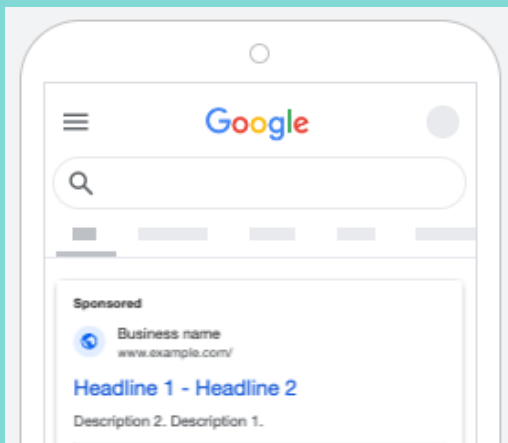
PERFORMANCE MAX AD EXAMPLES

**Previews shown here are examples and don't include all possible formats.*

YOUTUBE (MOBILE & DESKTOP)



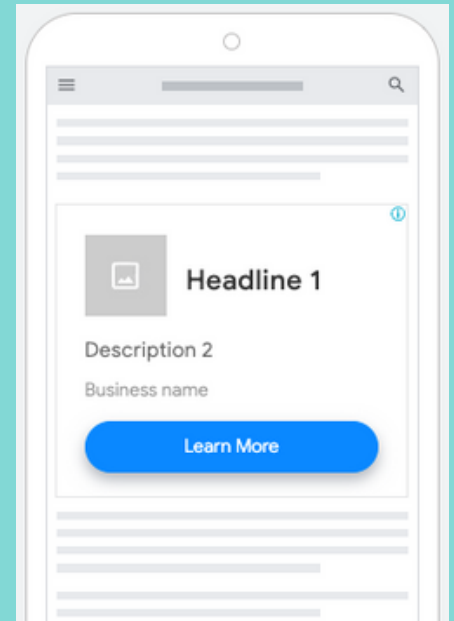
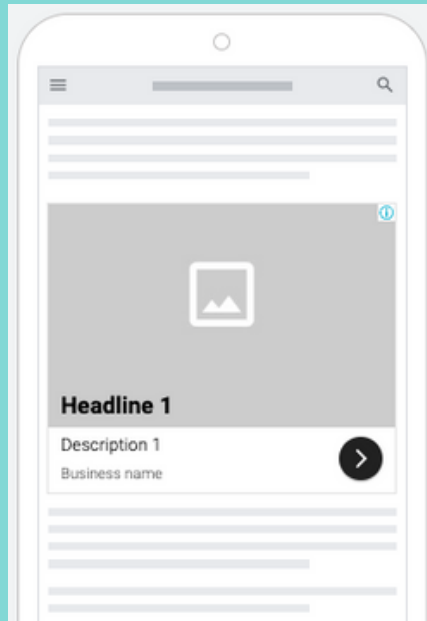
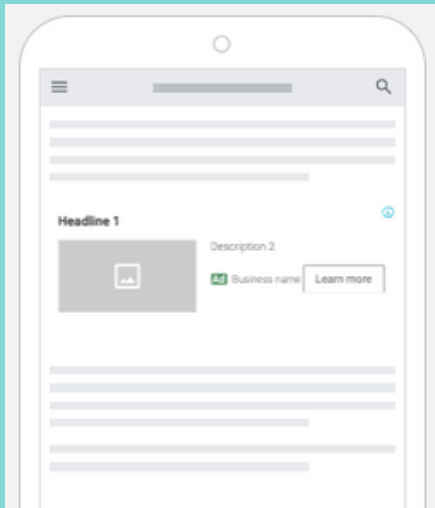
SEARCH (MOBILE & DESKTOP)



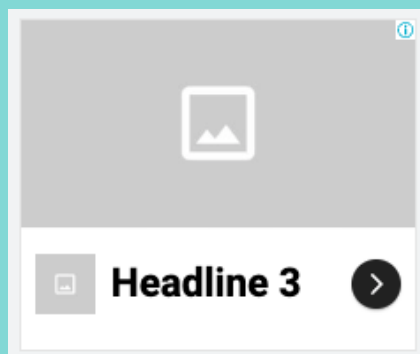
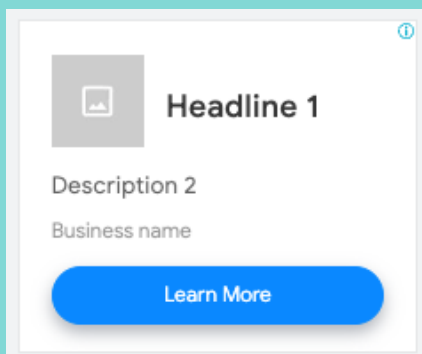
PERFORMANCE MAX AD EXAMPLES

**Previews shown here are examples and don't include all possible formats.*

DISPLAY (MOBILE)



DISPLAY (DESKTOP)

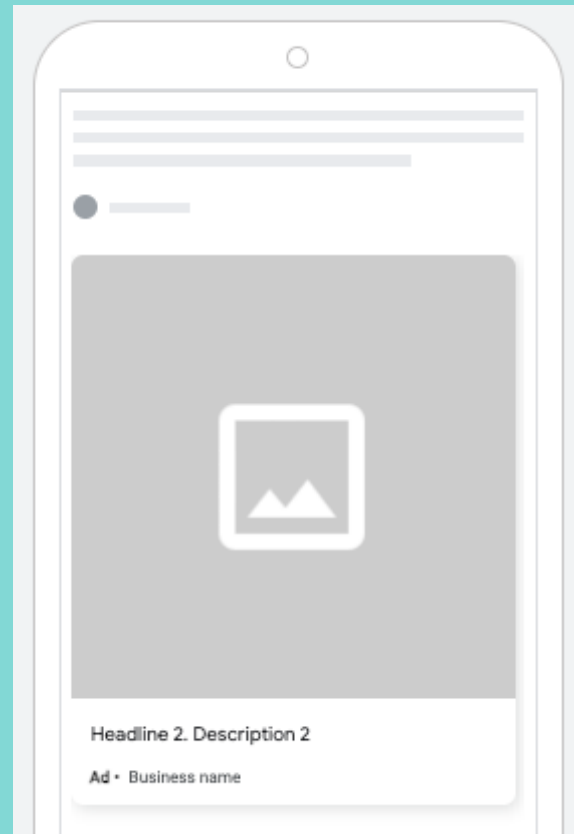
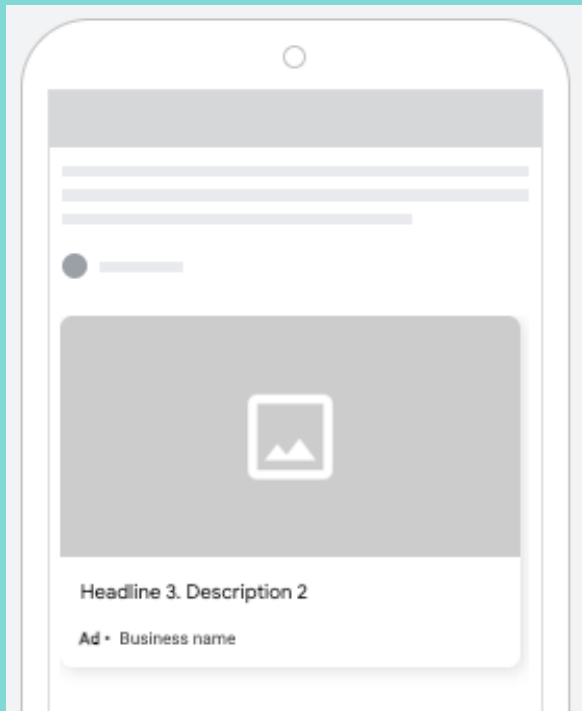




PERFORMANCE MAX AD EXAMPLES

**Previews shown here are examples and don't include all possible formats.*

DISCOVER (MOBILE ONLY)



CAMPAIGN TYPE: RESPONSIVE SEARCH ADS

AD TYPE	INPUT	MAX SIZE/RATIO/TIME	QUANTITY	REQUIRED?
Text	Headlines	30 characters	1-15 Headlines	✓
Text	Descriptions	90 characters	1-4 Descriptions	✓
Text	Final URL	2,048 characters	1 URL	✓
Text	Path 1	15 characters	1 path	X
Text	Path 2	15 characters	1 path	X




RESPONSIVE SEARCH AD EXAMPLES

**Previews shown here are examples and don't include all possible formats.*

MOBILE


Sponsored

 www.example.com/

Headline 2 - Headline 1

Description 2. Description 1.


Sponsored

 www.example.com/

Headline 1 - Headline 2

Description 1. Description 2.

Sponsored


 www.example.com/

Headline 2 - Headline 3

Description 1. Description 2.

DESKTOP


Sponsored

 www.example.com/

Headline 2 - Headline 1

Description 2. Description 1.


Sponsored

 www.example.com/

Headline 3 - Headline 2 - Headline 1

Description 2. Description 1.

Sponsored

 www.example.com/

Headline 1 - Headline 2

Description 1. Description 2.

CAMPAIGN TYPE: DYNAMIC SEARCH ADS

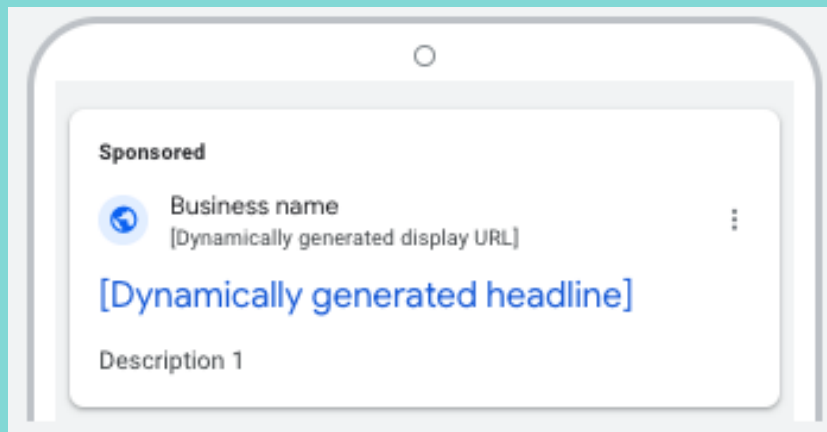
AD TYPE	INPUT	MAX SIZE/RATIO/TIME	QUANTITY	REQUIRED?
Text	Headline	*Dynamically generated headline	1	✓
Text	Description 1	90 characters	1	✓
Text	Description 2	90 characters	1	✓
Text	Display URL	*Dynamically generated display URL	1	✓
Text	Final URL	*Dynamically generated landing page	1	✓



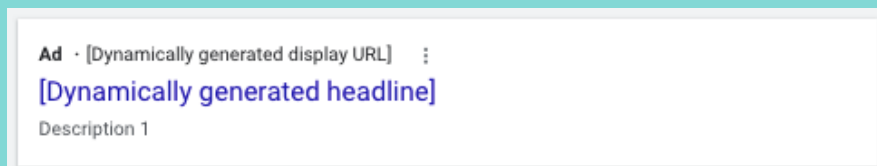
DYNAMIC SEARCH AD EXAMPLES

**Previews shown here are examples and don't include all possible formats.*

MOBILE



DESKTOP





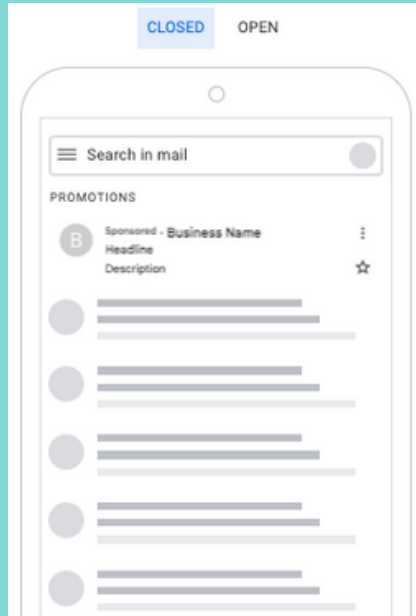
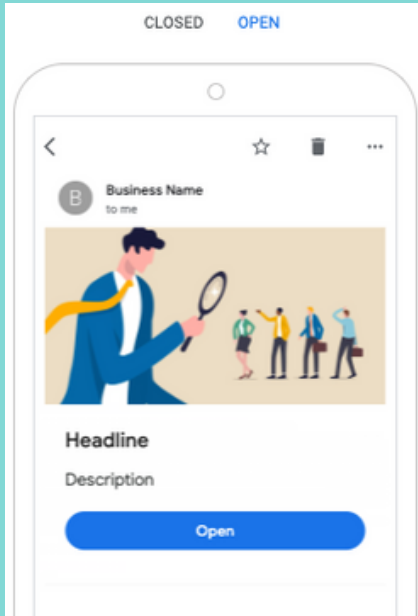
AD TYPE: RESPONSIVE DISPLAY ADS

AD TYPE	INPUT	MAX SIZE/RATIO/TIME	QUANTITY	REQUIRED?
Text	Headlines	30 characters	1-5 Headlines	✓
Text	Long Headline	90 characters	1 Headline	✓
Text	Descriptions	90 characters	1-5 Descriptions	✓
Text	Business Name	25 characters	1 Name	✓
Text	Call to Action	Automated *Or manually choose from list of options	1 Call to Action	✓
Images	Logo 1:1	1200x1200 (min 128x128)	1-5 Images Recommended: 1	✓
Images	Logo 4:1	1200x300 (min 512x128)	1-5 Images Recommended: 1	X
Images	Square 1:1	1200x1200 (min 300 x 300)	1-15 Images Recommended: 5	✓
Images	Landscape 1.91:1	1200x628 (min 600x314)	1-15 Images Recommended: 5	✓
Images	Portrait	900x1600	1-15 Images	X
Videos	Landscape 16:9	Any Recommended: 30 seconds	1-5 Videos Recommended: 2	X
Videos	Square 1:1	Any Recommended: 30 seconds	1-5 Videos Recommended: 2	X
Videos	Vertical 2:3	Any Recommended: 30 seconds	1-5 Videos Recommended: 2	X

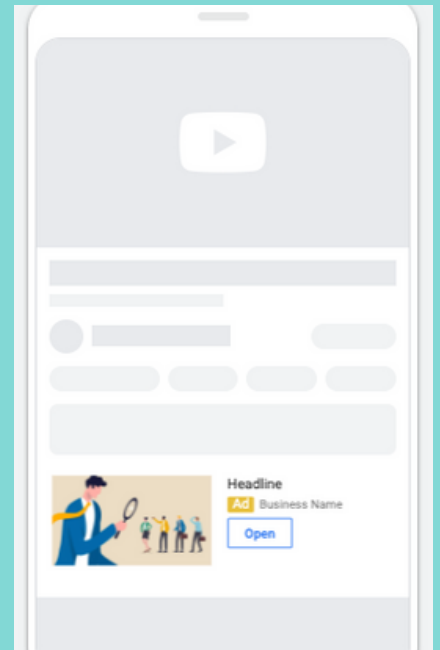
RESPONSIVE DISPLAY AD EXAMPLES

**Previews shown here are examples and don't include all possible formats.*

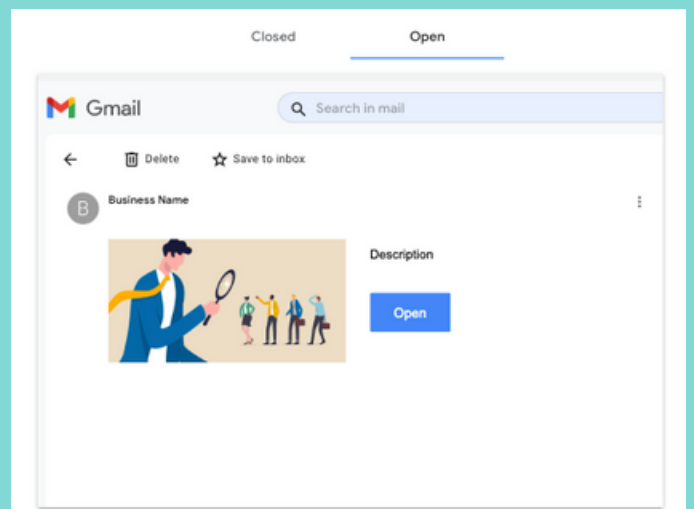
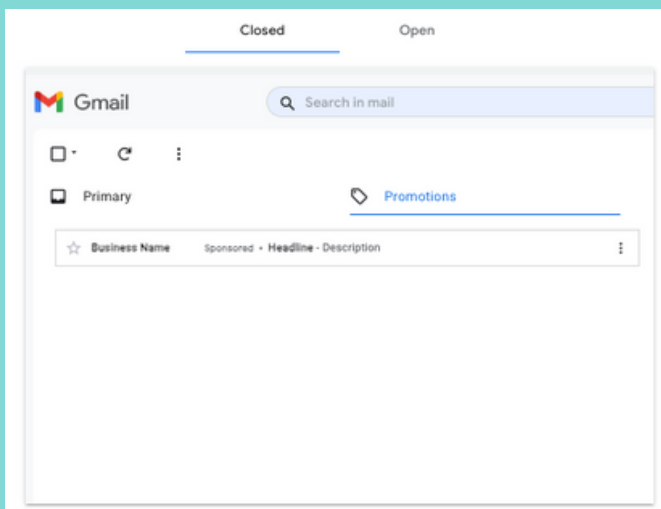
EMAIL (MOBILE)



YOUTUBE (MOBILE)



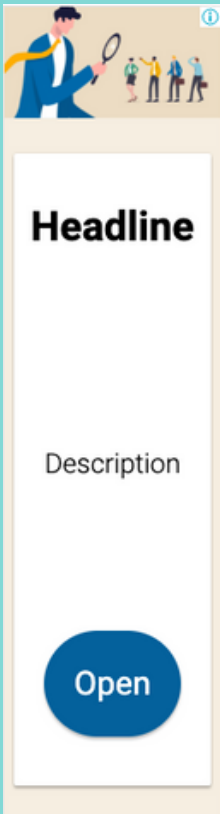
EMAIL (DESKTOP)



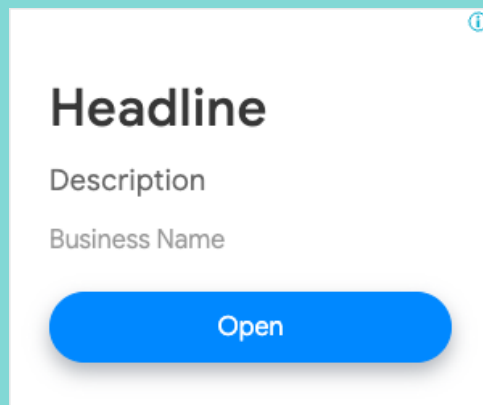
RESPONSIVE DISPLAY AD EXAMPLES

**Previews shown here are examples and don't include all possible formats.*

DISPLAY (DESKTOP)



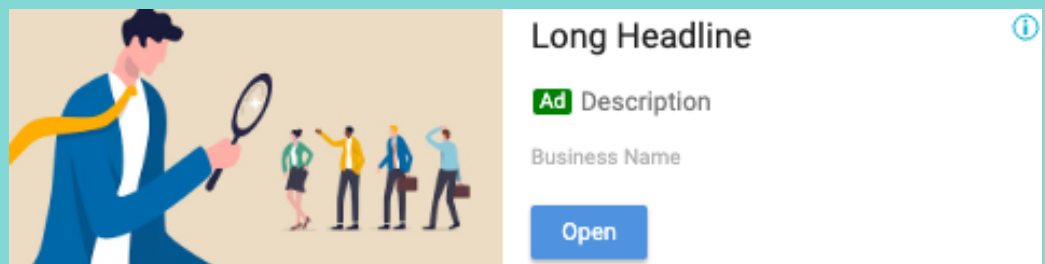
A vertical responsive display ad layout. At the top is a small image of a man in a blue suit with a yellow scarf holding a magnifying glass, looking at a group of four people. Below the image is a large white box containing the text "Headline" in bold. Underneath is the text "Description". At the bottom is a blue rounded rectangle button with the text "Open".



A horizontal responsive display ad layout. At the top is a small image of a man in a blue suit with a yellow scarf holding a magnifying glass, looking at a group of four people. Below the image is a white box containing the text "Headline" in bold. Underneath is the text "Description" and "Business Name". At the bottom is a blue rounded rectangle button with the text "Open".



A horizontal responsive display ad layout. At the top is a large image of a man in a blue suit with a yellow scarf holding a magnifying glass, looking at a group of four people. Below the image is a white box containing the text "Headline" in bold. Underneath is the text "Description" and a blue circle with a white right-pointing arrow.

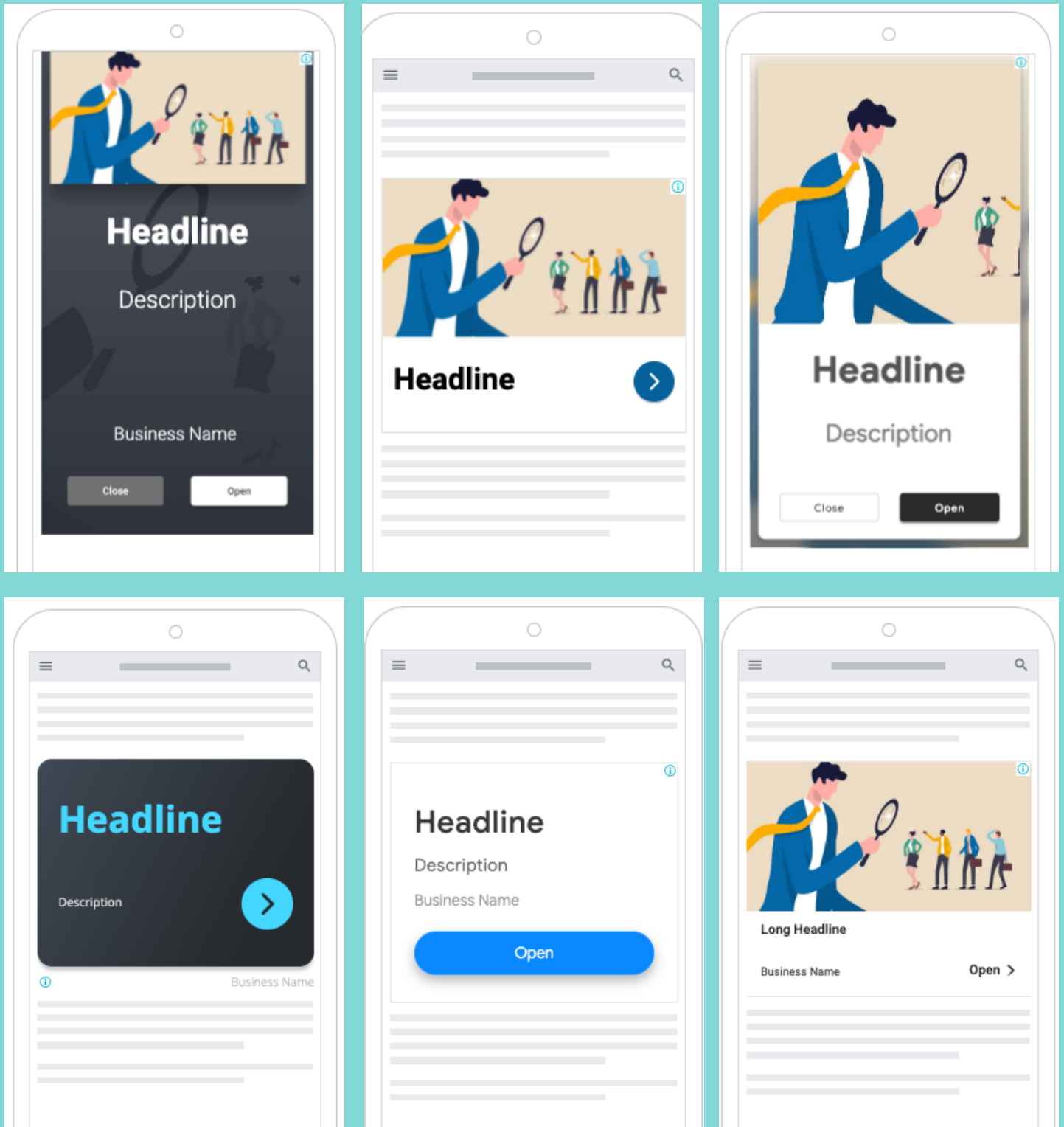


A horizontal responsive display ad layout. At the top is a large image of a man in a blue suit with a yellow scarf holding a magnifying glass, looking at a group of four people. To the right of the image is a white box containing the text "Long Headline" in bold. Below that is a green box with "Ad" and "Description" in black. Underneath is the text "Business Name" and a blue rounded rectangle button with the text "Open".

RESPONSIVE DISPLAY AD EXAMPLES

**Previews shown here are examples and don't include all possible formats.*

DISPLAY (MOBILE)

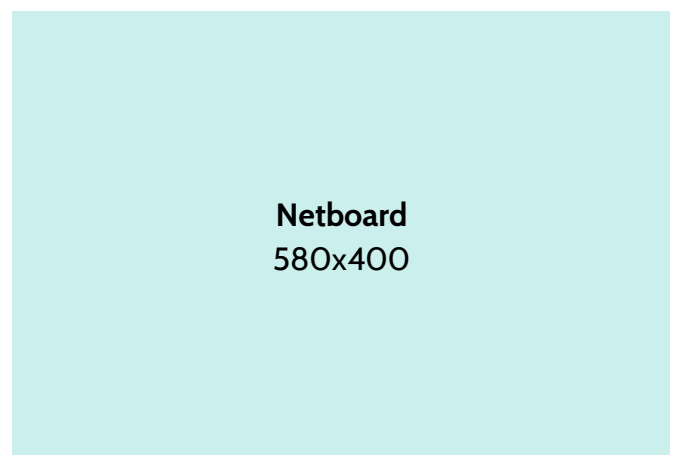
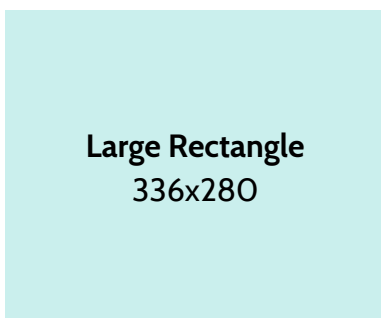
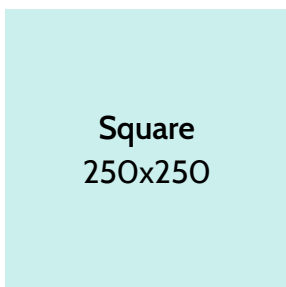
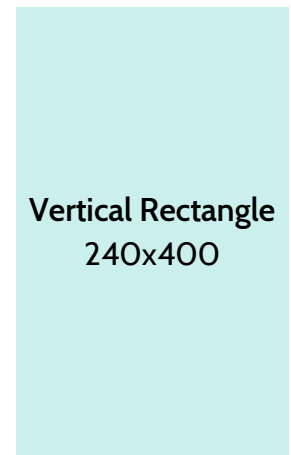
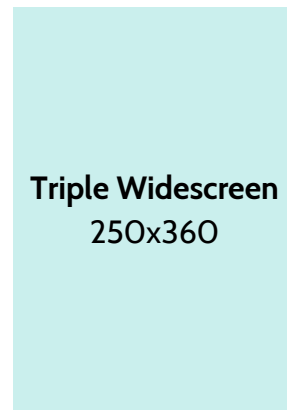
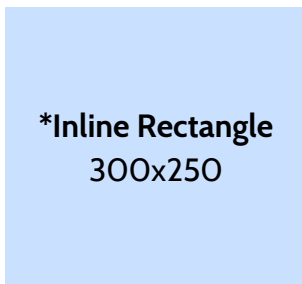


AD TYPE: CUSTOM DISPLAY ADS

SQUARE & RECTANGLE

Small Square	200x200
Square	250x250
Inline Rectangle*	300x250
Large Rectangle	336x280
Vertical Rectangle	240x400
Triple Widescreen	250x360
Netboard	580x400

*Recommended by Workshop Digital



*Images are scaled down to 15% of their original size.

AD TYPE: CUSTOM DISPLAY ADS

SKYSCRAPER & MOBILE

Skyscraper	120x600
Wide Skyscraper*	160x600
Half-Page Ad*	300x600
Portrait	300x1050
Mobile Banner 1*	320x50
Mobile Banner 2	300x50
Large Mobile Banner	320x100

*Recommended by Workshop Digital



*Images are scaled down to 15% of their original size.

AD TYPE: CUSTOM DISPLAY ADS

LEADERBOARD

Banner	468x60
Leaderboard*	728x90
Top Banner	930x180
Large Leaderboard	970x90
Billboard*	970x250
Panorama	980x120

*Recommended by Workshop Digital

*Leaderboard
728x90

*Billboard
970x250

Banner 468x60

Top Banner
930x180

Large Leaderboard
970x90

Panorama
980x120

*Images are scaled down to 15% of their original size.



AD ASSETS/EXTENSIONS

ASSET/ EXTENSION	ELEMENT	MAX SIZE/RATIO	QUANTITY	REQUIRED?
Business Name	This name should match your URL or your verified advertiser name.	25 characters	1 Name	X
Business Logo	Image 1:1	1200x1200 (min 128x128)	1 Image	X
Callout		25 characters	1-20	X
	Text	25 characters	1	X
Sitelink	Description	35 characters	2	X
	Final URL	1,048 characters	1	X
Structured Snippet	Header	*choose from a list of available headers	1	X
	Value	25 characters	1-10	X
Price	Dollar Amount <small>*the price of your product or service</small>	\$###.##	1	X
	Header	25 characters	1	X
	Description	25 characters	1	X
	Final URL	1,048 characters	1	X
App Link Text	Text	25 characters	1	X
Call	Phone Number	10 characters (123) 456-7890	1	X

AD ASSETS/EXTENSIONS

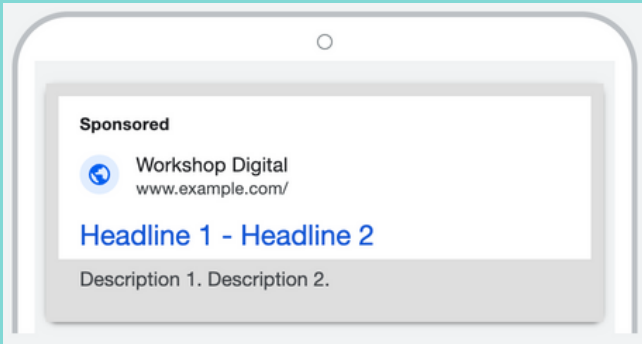
ASSET/ EXTENSION	INPUT	MAX SIZE/RATIO/TIME	QUANTITY	REQUIRED?
Lead Form	Headline	30 characters	1	X
	Business Name	25 characters	1	X
	Description	200 characters	1	X
	Questions	<i>*choose from a list of available questions</i>	1 or more	X
	Privacy Policy URL	1,048 characters	1	X
	Background Image 1.91:1	1200x628	1	X
Promotion	Promotion Type <small>*monetary or percent discount</small>	% or \$	1	X
	Occasion	<i>*choose from a list of occasions</i>	1	X
	Final URL	1,048 characters	1	X
	Promotion Details <small>*on orders over OR promo code</small>	\$ Amount or CODE	1	X
	Item	20 characters	1	X
	Start and End Dates	<i>*the start and end dates of your promotion</i>	1	X
Image	Square 1:1	1200x1200 (min 300x300)	1-20 Images Recommended: 1	X
	Landscape 1.91x1	1200x628 (min 600x314)	1-20 Images	X



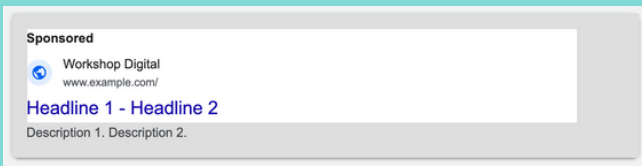
AD ASSETS/EXTENSIONS EXAMPLES

BUSINESS NAME

Mobile

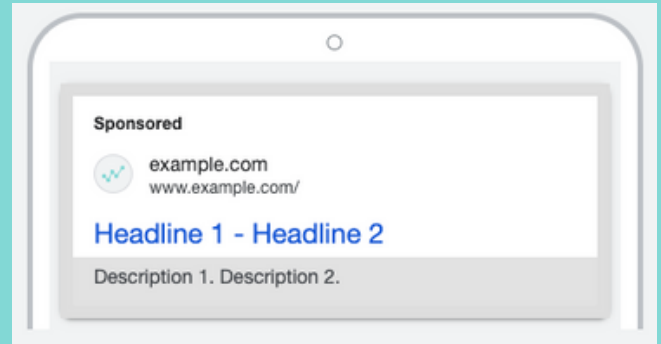


Desktop

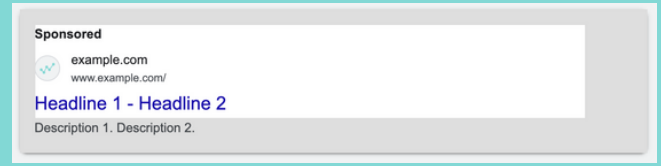


BUSINESS LOGO

Mobile

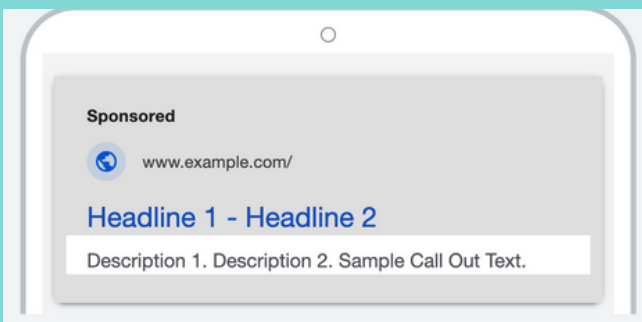


Desktop

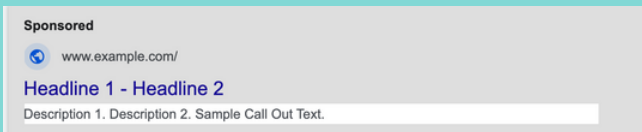


CALLOUT

Mobile

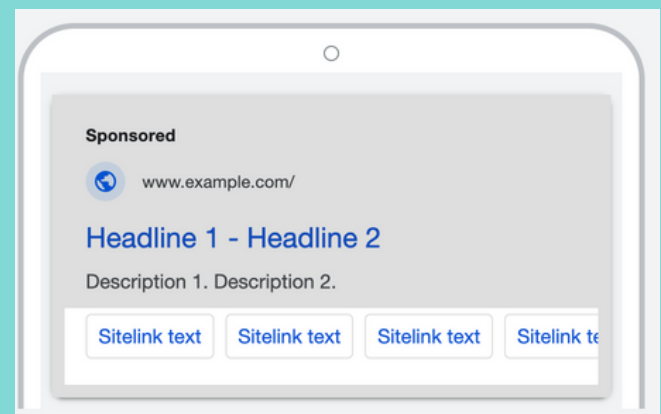


Desktop

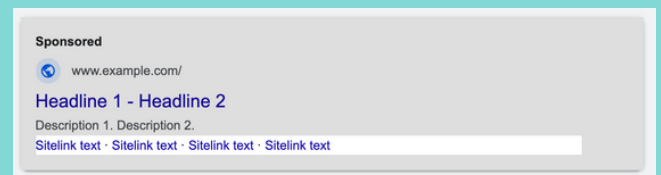


SITELINK

Mobile



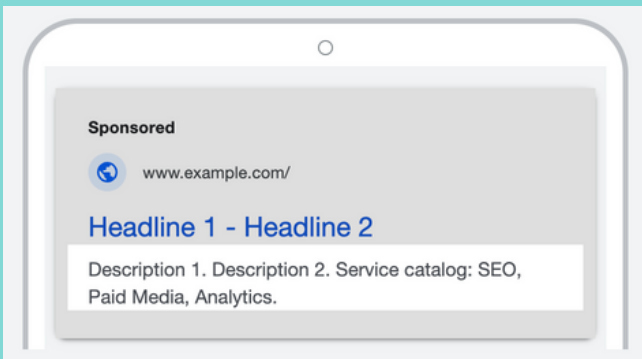
Desktop



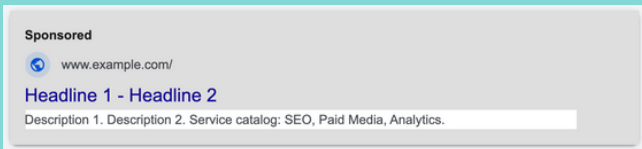
AD ASSETS/EXTENSIONS EXAMPLES

STRUCTURED SNIPPET

Mobile

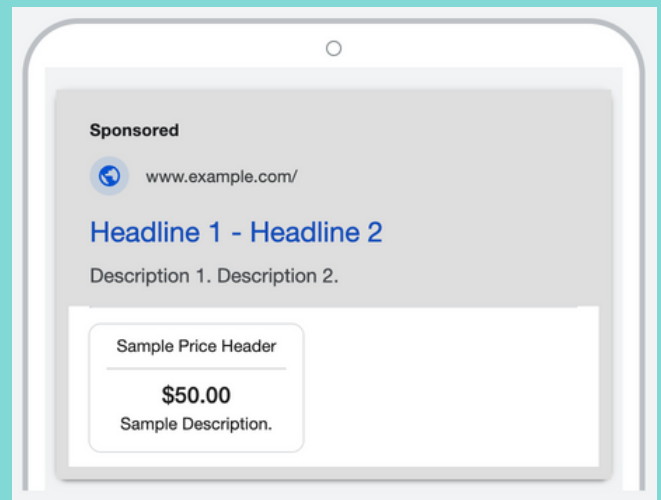


Desktop

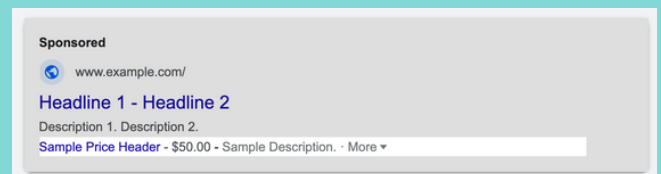


PRICE

Mobile

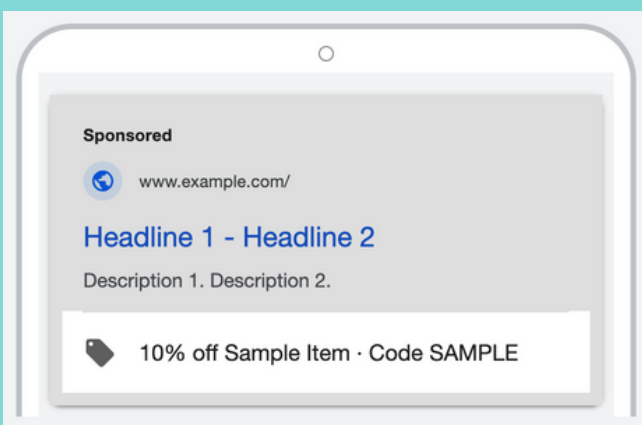


Desktop

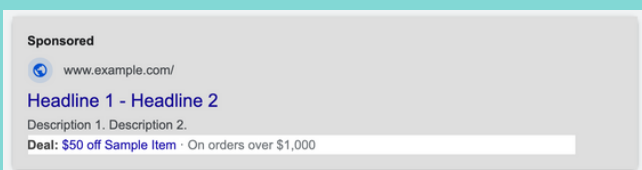


PROMOTION

Mobile

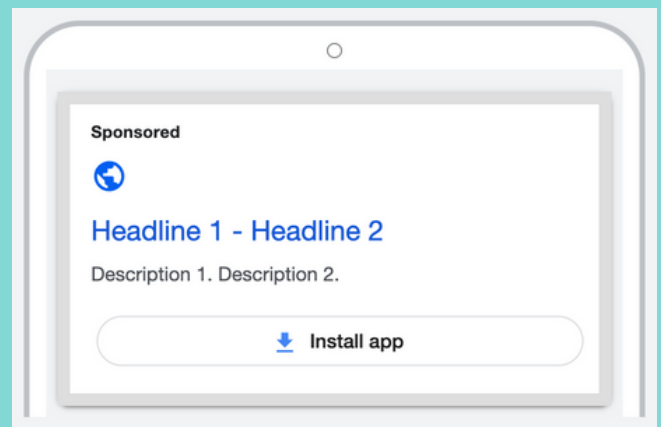


Desktop



APP LINK

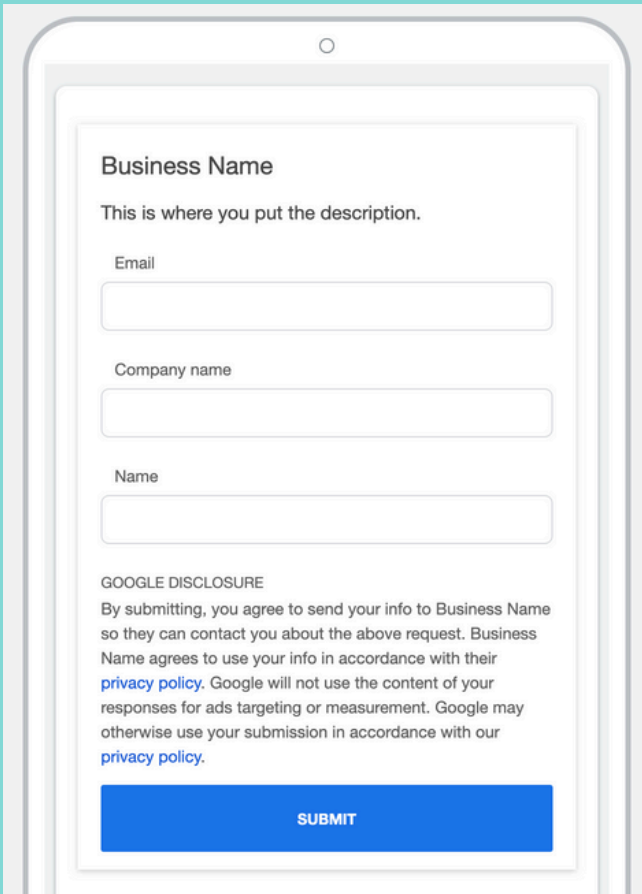
Mobile Only



AD ASSETS/EXTENSIONS EXAMPLES

LEAD FORM

Mobile



Business Name

This is where you put the description.

Email

Company name

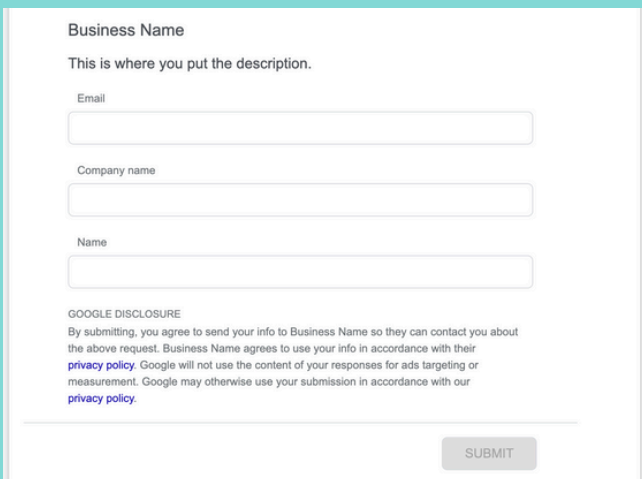
Name

GOOGLE DISCLOSURE

By submitting, you agree to send your info to Business Name so they can contact you about the above request. Business Name agrees to use your info in accordance with their [privacy policy](#). Google will not use the content of your responses for ads targeting or measurement. Google may otherwise use your submission in accordance with our [privacy policy](#).

SUBMIT

Desktop



Business Name

This is where you put the description.

Email

Company name

Name

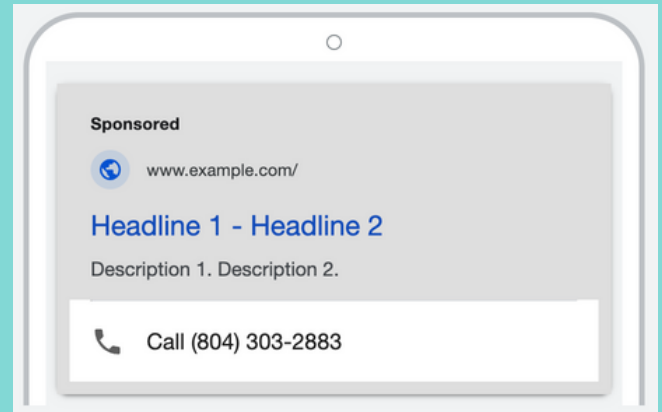
GOOGLE DISCLOSURE

By submitting, you agree to send your info to Business Name so they can contact you about the above request. Business Name agrees to use your info in accordance with their [privacy policy](#). Google will not use the content of your responses for ads targeting or measurement. Google may otherwise use your submission in accordance with our [privacy policy](#).

SUBMIT

CALL

Mobile Only



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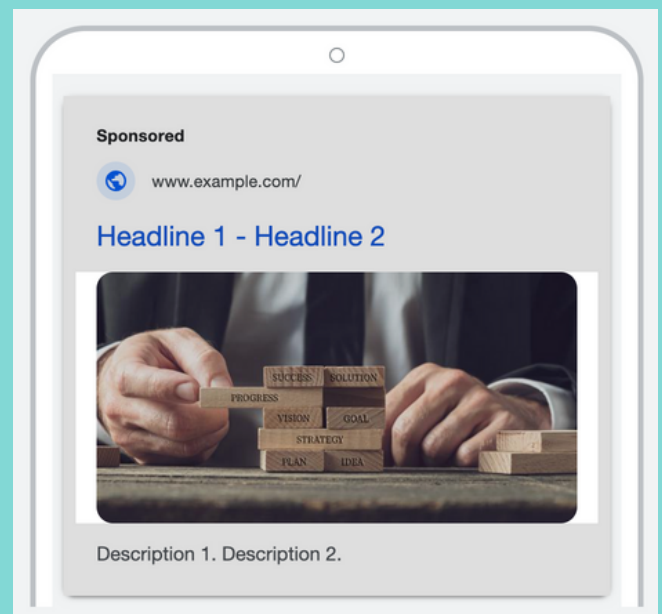
Headline 1 - Headline 2

Description 1. Description 2.

Call (804) 303-2883

IMAGE


Mobile



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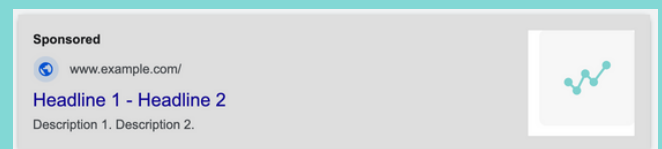
[www.example.com/](#)

Headline 1 - Headline 2



Description 1. Description 2.

Desktop

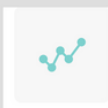


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Headline 1 - Headline 2

Description 1. Description 2.



CAMPAIGN TYPE: APP

AD TYPE	INPUT	MAX SIZE/RATIO/TIME	QUANTITY	REQUIRED?
Text	Headlines	30 characters	1-5 Headlines Recommended: 5	✓
Text	Descriptions	90 characters	1-5 Descriptions Recommended: 5	✓
Images	Landscape 1.91x1	1200x628 (min 600x314)	1-20 Images Recommended: 1	X
Images	Portrait 4:5	1200x1500 (min 320x400)	1-20 Images Recommended: 1	X
Images	Square 1:1	1200x1200 (min 200x200)	1-20 Images Recommended: 1	X
Videos	Landscape 16:9	10-60 seconds	1-20 Videos Recommended: 1	X
Videos	Vertical 9:16	10-60 seconds	1-20 Videos Recommended: 3	X
Videos	Square 1:1	10-60 seconds	1-20 Videos Recommended: 7	X