

## Gmail Native Ad Creative Specifications

2019

### Advertiser Name (Displayed in Creative):

- 25 characters maximum, including spaces

### Headline:

- 25 characters maximum, including spaces
- Optional Long Headline: 50 characters

### Body Text:

- 90 characters maximum, including spaces
- Optional Long Body Text: 150 characters

### Creative Image:

- Creative Size: 1200 x 627
- Format: jpg, png
- Size: 1200 KB maximum

### Display URL:

- 30 characters maximum

### Call-to-Action:

- 15 characters, including spaces

