



## TrueView - YouTube

Ad format	TrueView in-stream ad	TrueView video discovery ad	Bumper ads	Non-skippable ads
Description	The ad plays before, during, or after other videos. The viewer has the option to skip.	The ad is a thumbnail image from the video with some text.	The ad plays before, during, or after other videos. The viewer has the option to skip.	The ad plays before, during, or after other videos. The viewer has the option to skip.
Duration	The YouTube video can be of any length, but 3 minutes maximum is recommended.	The YouTube video can be of any length.	The YouTube video must be 6 seconds maximum.	The YouTube video must be between 6 and 15 seconds.
Ad Text	N/A	The headline must be 25 characters maximum. The description must be 35 characters maximum.	N/A	N/A
Companion Ad (optional)	An image automatically generated from the video in the YouTube channel is recommended. Alternatively, an image compliant with the requirements below can be uploaded manually: <ul style="list-style-type: none"><li>• Dimensions: 300 x 60</li><li>• File type: JPG, GIF, or PNG</li><li>• File size: 150 KB maximum</li></ul>	N/A	An image automatically generated from the video in the YouTube channel is recommended. Alternatively, an image compliant with the requirements below can be uploaded manually: <ul style="list-style-type: none"><li>• Dimensions: 300 x 60</li><li>• File type: JPG, GIF, or PNG</li><li>• File size: 150 KB maximum</li></ul>	An image automatically generated from the video in the YouTube channel is recommended. Alternatively, an image compliant with the requirements below can be uploaded manually: <ul style="list-style-type: none"><li>• Dimensions: 300 x 60</li><li>• File type: JPG, GIF, or PNG</li><li>• File size: 150 KB maximum</li></ul>
Call-to-Action and headline (optional)	<ul style="list-style-type: none"><li>• The call-to-action directs users to the website specified in the landing page URL and must be 10 characters maximum including spaces</li><li>• The headline is the primary line of text next to the video ad and must be 15 characters maximum including spaces</li></ul>	N/A	N/A	N/A

	<b>Third-party pixel (optional)</b>	1 x 1 image pixels supported for impression, view, and skip events <ul style="list-style-type: none"> <li>• 3 pixels maximum accepted per each event</li> <li>• Pixels may redirect up to 3 times</li> <li>• JavaScript is not supported</li> </ul>	N/A	1 x 1 image pixels supported for impression, view, and skip events <ul style="list-style-type: none"> <li>• 3 pixels maximum accepted per each event</li> <li>• Pixels may redirect up to 3 times</li> <li>• JavaScript is not supported</li> </ul>	1 x 1 image pixels supported for impression, view, and skip events <ul style="list-style-type: none"> <li>• 3 pixels maximum accepted per each event</li> <li>• Pixels may redirect up to 3 times</li> <li>• JavaScript is not supported</li> </ul>
	<b>Third-party viewability measurement (optional)</b>	IAS and Moat measurement available on request and subject to confirmation	N/A	IAS and Moat measurement available on request and subject to confirmation	IAS and Moat measurement available on request and subject to confirmation
	The YouTube videos used for TrueView creatives must be "Public" or "Unlisted" on YouTube, not "Private", and cannot be age-restricted, i.e. not visible to users who are logged out, are under 18 years of age, or have Restricted Mode enabled on their browser or device				