

# Gmail Native Creatives

## 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 × 627
- Format: jpg, png
- Size: 1200 KB maximum

## Display URL:

- 30 characters maximum

## Call to Action:

- 15 characters including spaces

