# Ad Placements Overview
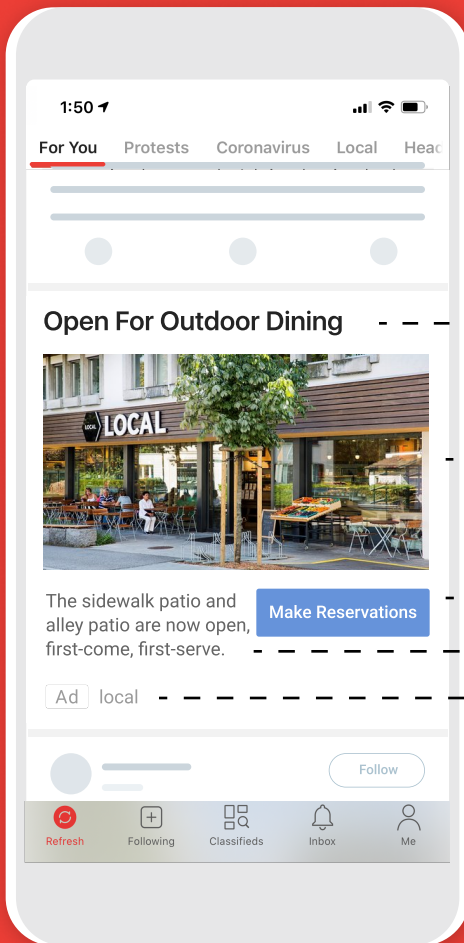


**1. Headline**
   (Max of 90 characters)

**2. Image**
   (Min of 1200x627 pixels)

**3. Call to action**
   (Max of 15 characters)

**4. Body text**
   (Max of 90 characters)

**5. Advertiser name**
   (Max of 25 characters)

**6. Click-through URL**
   (Make sure it works)

## // *Secret Tip* //

Less then 46 characters for **Headline**
are recommended for best performance