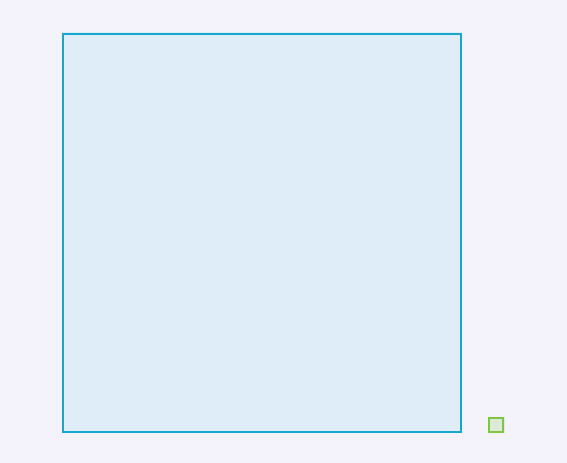
ChatGPT Ads
Creative Requirements

Art and production specifications for creative delivery. Supply the square image, the favicon and the two text fields below.

SPECIFICATIONS



Both drawn to one scale

— 1200 × 1200 — ad image
— 48 × 48 — favicon

Ad image	Square, 1200 × 1200 px max
Favicon	48 × 48 px
Accepted formats	JPG, PNG
Max file size	Not specified — confirm before trafficking
Landing page	A valid, reachable click URL

COPY LIMITS

FIELD	RECOMMENDED	MAXIMUM	NOTES
Headline	**16–24 characters**	50 characters	Written to the recommended range, not the maximum.
Description	**32–48 characters**	100 characters	Long copy is truncated before it is read.

CREATIVE GUIDANCE

Design for a small square

The unit sits inside a conversation. One idea, high contrast, no small type — it will not be studied.

The favicon is a dot

At 48 × 48 it reads as a mark, not a logo. Use the symbol, not the full lockup with wordmark.

Check the click URL

The landing page has to be valid and reachable. A dead or redirecting URL fails the ad, not just the click.

COPY CARRIES THIS FORMAT

The art is one small square. The **headline and description do the work**, so write to the recommended ranges and confirm the landing page resolves before the ad is trafficked.

Questions on the build?

Email your artwork or ask for a template — we'll check the file before it goes live.

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