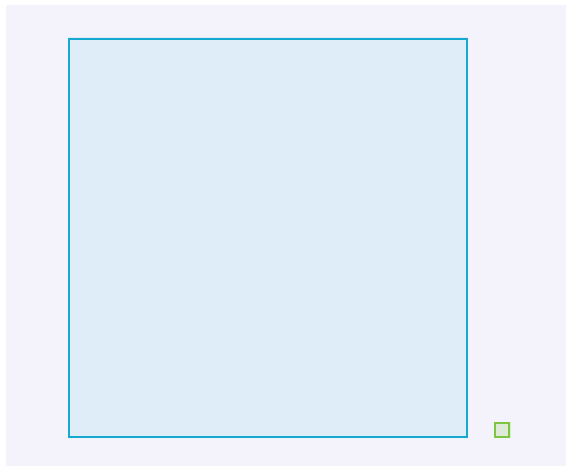


ChatGPT Ads

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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