

AMAZON TARGETING

In case the creative is hosted by your adserver, static images or html are possible.

TECHNICAL SPECIFICATIONS

Format	Dimensions	Size	File format
(Mobile) Medium Rectangle	300x250	200kB (html) 40kB (jpg, png, gif)	html, jpg, png, gif
Mobile Content Ad	320x50	100kB (html) 40kB (jpg, png, gif)	html, jpg, png, gif
Superbanner	728x90	200kB (html) 40kB (jpg, png, gif)	html, jpg, png, gif
Skyscraper	160x600	200kB (html) 40kB (jpg, png, gif)	html, jpg, png, gif
Billboard	800x250	200kB (html) 200kB (jpg, png, gif)	html, jpg, png, gif
Billboard	970x250	200kB (html) 200kB (jpg, png, gif)	html, jpg, png, gif
Halfpage Ad	300x600	200kB (html) 50kB (jpg, png, gif)	html, jpg, png, gif

All creatives have to meet Amazon's ad guidelines: <https://advertising.amazon.com/resources/ad-policy/technical-guidelines>