**Video sizes & resolution**

Most video advertisments use either an .mov or an .mp4 but mostly they will use H.264 ads do require however a 4GB maximum so the advert can be released onto the internet so people can view the advert in full glory.

Companies will either use a 9:16 to 16:9 for the video aspect and the advert can between 1 to 240 seconds long (4 minutes maximum)

And the text needs to be 125 characters or less however videos that consist of more than 20% text may experience reduced delivery of quality

There are loads of various formats & files that companies like to use so these explained above may not be used at all and could use alternative ways to advertise for example using either by using photo or carousel advertising to make their adverts.

Link - <https://www.wholewhale.com/tips/digital-ad-sizes-guide/>