

YouTube Ads Creative Asset Checklist

Video Asset

- ☐ Video file uploaded (mp4, .mov)
- ☐ Resolution meets requirements (minimum 720p)
- ☐ Aspect ratio checked (16:9 recommended)
- ☐ Length verified (6s, 15s, 30s, or up to 3 min)
- ☐ No black bars/letterboxing

Audio & Visual

- ☐ Clear audio with proper levels
- ☐ No copyright issues
- ☐ Proper logo placement
- ☐ Brand colors visible

Headline & Call-To-Action

Headline:

Call-To-Action:

- ☐ Message clear within first 5 seconds
- ☐ Visible CTA in video

Landing Page

Landing Page URL:

- ☐ Page loads quickly
- ☐ Content matches ad message

Notes

