The email ad size is one of the signature elements to take into account for an effective digital advertising campaign or promotion. And if you want to keep every customer or subscriber engaged with each email advertisement you send, create an email ad of just the right size that meshes well in keeping it presentable, accessible, and successful.

Email Ad Sizes Standard

Template Width

The typical email ad template width measures 600 to 700 px, and it has something to do with how Google Mail may not show the background colors of email advert designs with more than 640 px.

Template Height

From 1500 to 3000 in pixel size, there is more freedom in deciding the email ad's height; however, don't expect subscribers to always have a high attention span where you make them scroll endlessly before reaching the CTA.

Email File Size

The best email file size or weight would be as light as 75 to 102 KB because big attachments may cause spam filters to charge or keep those marketing ads as an inbox clipping.

Header (Height)

The header marks your email ad's introduction so make a pleasant first impression around 70 px high, but it could be higher as 200 px with more elements involved such as a menu, logo, and digital signature.

Content Blocks (Total Height)

Content blocks are the meat of email ads as they contain images, videos, gifs, CTAs, and email copies, but it works best to keep the total height within 800 to 1200 px so readers wouldn't leave after seeing too many content blocks.

Footer Size (Height)

Footers give room for additional content such as your social media platforms, subscribe/unsubscribe buttons, address, contact information, and even website links, and you keep them around 100 to 300 px high.

Email Banner (Optional)

Email banners are free copy-infused photos usually displayed on the top page of your email ad campaign that measures from 600 x 730 px to 700 x 1730 px.

CTA Button

Often used in eCommerce email marketing, CTA (call-to-action) buttons are necessary for engaging recipients to take action, and their sizes vary with your campaign may it be 47.9 px high or the same as Apple's suggestion of 44 px high.

Image

Lastly, don't forget your email image size which also wholly depends on your campaign's goals, but for first-timers, you can start with the 600 x 650 px image size.

Email Ad Sizes for Digital - Social Media

Facebook Email Ad Size

Facebook lead ads are a creative alternative to email ads. Typically presented in JPG or PNG format, the Facebook ad size is 1080 x 1080 px aka 1:1 ratio. For image ads, you can follow the 1200 x 628 px size and make sure the image doesn't consist of a lot of text; keep 20% of texts only. Also, maintain only 30 characters for the link description.

Twitter Email Ad Size

You may transform your traditional email ad, newsletter, or marketing banner into a streamlined Twitter ad version. The recommended Twitter ad image resolution is 1200 x 1200 px or a 1:1 ratio. Similar to Facebook, Twitter ads can follow the 1200 x 628 px format if you opt for the 1:91:1 ratio.

YouTube Email Ad Size

Email ads are presented in video format for YouTube. And you may follow these sizes for YouTube ad resolution sizes: 240p (426 x 240 px), 360p (640 x 360 px), 480p (854 x 480 px), 720p (1280 x 720 px), 1080p (1920 x 1080 px), 1440p (2560 x 1440 px), and

2160p (3840 x 2160 px). Also, the allowable formats for these videos are MP4, .MOV, .AVI, .MPEG4, .MPEGPS, .WMV, .3GPP, .FLV, and WebM.

Instagram Email Ad Size

For the photo and video sharing social media site Instagram, convert your email ad into an Instagram feed ad measuring 1080 x 1080 px. Also available in JPG or PNG format, just keep the image files of an Instagram ad to a maximum of 30 MB. And the allowable limit of characters for your ad's caption would be 2,200.

Email Ad Sizes for Print

Before email ads, print ads spearheaded the marketing and advertising industry. Whether you advertise about real estate, jewelry, restaurant, return on investment (ROI), cell phone, or a new product, there are endless ad dimensions for print ads. The classic one-page trim size in inch, cm, and mm size would be 7.875 x 10.5 in, 19.77 x 26.67 cm, or 197.7 x 266.7 mm. Other popular sizes are in the live area (6.875 x 9.5 in) and in bleed (8.125 x 10.75 in).

Email Ad Sizes for Email

An email ad itself is the ultimate icon or representation of an email ad for email. As long as you created and sent an ad by email or digitally, it is called an email ad. As mentioned before, the standard size is 600–700 x 1500–3000 px. And some of the best examples you can send or receive email ads include Gmail, AOL, Outlook, Yahoo, and PowerShell.

Email Ad Sizes for Business

Email ads are basically born as marketing tools for businesses so it only makes sense that these ads benefit B2B promotions, product launch announcements, and other enterprise-driven ad examples. And the general rule is to come up with business email ads that are 600 px wide; the height depends on your campaign. However, it works best to keep email ads short and that the important details such as offers are mentioned on top. Otherwise, subscribers might not read the whole email ad if they have to keep scrolling down.

Email Ad Sizes for Adobe Photoshop

In case you need to create a mobile furniture email ad, a new business sample email ad, or even a summer birthday event email ad but using Adobe Photoshop, the key is to

follow how most email newsletters are formatted. Keep the width within 620 px. 600 px is the most common but make sure you won't exceed 620 px. Other recommended dimensions for email ads in Photoshop include: height (1800 px), resolution (72 px/in), color mode (RGB 8 bit). For easier references, be sure to check out Adobe Photoshop email ad templates.

Email Ad Sizes for Adobe Illustrator

Moving on to email ad sizes in Adobe Illustrator, you can maintain a trim size of around 7 x 10.25 in and a live area of about 6.75 x 10 in. Or, simply follow Adobe Illustrator email ad templates. Just head to the Illustrator program and create a new document that follows such dimensions. Whether your email ad involves personal images, business infographic charts, business travel journey media, or any other example, see to it that your ad sizes are ready for print promotional ads as well. That way, your Illustrator email ads would be compatible with both print and email ads.

Email Ad Sizes FAQs

What is the standard size of an email ad?

The standard size of an email ad is 600–700 x 1500–3000 px.

What is the email newsletter banner ad size?

Email newsletter banner ads measure around 1920 x 1080 px in resolution with at least 600 to 700 px in width.

How to make an email ad in perfect sizes

The key is to follow the standard email ad sizes mentioned in this article and make sure how many elements you include in an email ad are just enough to fit into your preferred email ad size.

What are the typical email ad image size and resolution?

The stape email ad image size and resolution are 600 to 650 px for computers and around 360 x 640 px for mobile versions.

What is the size of the email signature ad?

Standard email signature ads measure 600 to 650 px wide and 150 to 200 px high.

What are the dimensions of an email ad?

As mentioned earlier, the dimensions of an email ad are: width (600 to 700 px), height (1500 to 3000 px), file size (75 to 102 KB), header (70 to 200 px high), content blocks (800 to 1200 px total height), footer (100 to 300 px high), email banner (600 x 730 px to 700 x 1730 px), CTA (depends on campaign), and image (600 x 650 px and depends on campaign).

How to change the size of an email ad

Determine which program or software you are using in making the email ad first because there are different settings per program, then head to the tool that allows you to change the format and make adjustments to your email ad.

What font size email ads should be

To ensure that you have crisp and readable texts in your email ad, keep a 14 px font size for the email ad's body or around 16 to 18 px if you are using mobile.

What is the perfect resolution for an email ad?

The best email ad resolution is between 600 and 650 px and also 360 x 640 px if you want to make it accessible to different platforms such as mobile.

How to increase the image size of an email ad

On the program or software you are using to create the email ad, head to the settings or formatting option that lets you change the email ad image's size, and make sure to set bigger numbers or sizes instead.