Amazon DSP creative specs

Display, online video, streaming TV, audio and responsive e-commerce creative (REC), gathered from Amazon Ads' own spec and policy pages on November 1, 2026. Where those pages disagree, build to the stricter number.

Display: desktop and mobile web

Placement	Shows at	Build at	Max weight
Medium rectangle	300x250	300x250	40 kb static (50 kb FR, IT, ES, JP); 200 kb HTML
Leaderboard	728x90	728x90	40 kb static (50 kb FR, IT, ES, JP); 200 kb HTML
Wide skyscraper	160x600	160x600	40 kb static (50 kb FR, IT, ES, JP); 200 kb HTML
Large rectangle	300x600	300x600	50 kb static; 200 kb HTML
Billboard	970x250	1940x500 (2x, required on Amazon)	200 kb
Mobile leaderboard	320x50	640x100 (2x)	50 kb
Mobile detail and search	414x125	828x250 (2x), 640x250 safe zone	100 kb
Mobile medium rectangle	300x250	600x500 (2x)	40 kb
Tablet leaderboard	728x90	1456x180 (2x)	200 kb

Static files JPG or PNG-8. Germany also takes an 800x250 billboard. Mobile app banners use the same 2x builds (320x50, 300x250, 728x90, 414x125); on apps, text at least 16 pt at 2x, your logo or brand name in the ad, and an Amazon logo or mention when the banner links to Amazon. HTML: up to 3 animation loops and 15 s, at most 3 click redirects and 10 requests, a clickTag, and a static backup. Billboards on Amazon cannot animate.

Sources: advertising.amazon.com/resources/ad-specs/dsp/desktop, /dsp/mobile-banners, /resources/ad-policy/technical-guidelines

Online video (OLV)

Spec	Site served	Third-party served (VAST)
Aspect ratio	16:9, or 9:16 on Twitch and Amazon Publisher Direct only	Same
Minimum frame	1920x1080 (1080x1920 vertical)	640x360 (360x640 vertical)
Length	6 to 120 s; exactly 6, 15, 20, 30 or 60 s recommended	Same
Video bitrate	4 Mbps minimum, 8 Mbps recommended	2 Mbps minimum
Frame rate	23.976 recommended, or 24, 25, 29.97; constant	Same
Codec	H.264, MPEG-2 or MPEG-4 video; AAC audio	Same
Audio	192 kbps minimum, 44.1 or 48 kHz, two channels or more	128 kbps minimum
File and tags	500 MB max	Inline VAST 2.0 or 3.0; no wrapper tags, no VPAID

Interactive vertical video: the overlay covers the bottom 1080x324 px of the 1080x1920 frame. Keep product, logo, captions and disclaimers above it.

Source: advertising.amazon.com/resources/ad-specs/dsp/video/online-video-ads

Streaming TV and Prime Video

Spec	Value
Format	Full-screen, non-skippable; 16:9 only; 1920x1080 minimum
Video bitrate	Prime Video 15 Mbps minimum, 50 Mbps recommended; Twitch, Fire TV Channels and third-party 8 Mbps minimum
Frame rate	23.976 recommended, or 24, 25, 29.97; constant
Codec and file	H.264, MPEG-2 or MPEG-4 with AAC; MP4 for site serving; 500 MB max
Audio	192 kbps minimum, 44.1 or 48 kHz, two channels or more. No loudness target published
Third-party	Inline VAST 2.0 or 3.0, no VPAID, no wrappers; interactivity limited to Send to Phone on Prime Video
Creative rules	Brand name or logo on screen 3 s or more; mostly moving image; letterbox or pillarbox, never both; no click-style CTA unless interactive; no third-party watermarks

Sources: advertising.amazon.com/resources/ad-specs/dsp/video/streaming-tv-prime-video-ads; support center, Supply and format-specific requirements

Streaming TV lengths, in seconds

Country	Prime Video	Twitch	Fire TV Channels	Third-party apps
US	15, 30, 45, 60	15, 30	15, 30, 45, 60, 90	6, 10, 15, 20, 30, 45, 60, 75, 90
CA	15, 30, 45, 60	15, 30	15, 30, 45, 60	Same nine lengths
UK, DE	10, 15, 20, 30, 40, 60	15, 20, 30	10, 15, 20, 30, 40, 60	Same nine lengths
FR, IT, ES, AT, BR, IN	10, 15, 20, 30, 40, 60	Not listed	Not listed	Same nine lengths
MX	15, 20, 30, 40, 60	15, 20, 30	Not listed	Same nine lengths
AU	15, 20, 30, 40, 60	Not listed	Not listed	Same nine lengths
JP	15, 30	15, 20, 30	15, 30	Same nine lengths

Safe zones on a 1920x1080 frame: Prime Video action safe 93%, ad timer 933x138 top left and 527x123 top right. Interactive video overlay 496x309, 87 px from the left and 130 from the bottom (default); US Mini Ad Format 456x81, 57 px from the top at the left edge; outside the US, Send to Phone 261x57, 87 px from the left and 130 from the bottom. Exchange inventory takes any length the publisher allows.

Source: advertising.amazon.com/resources/ad-specs/dsp/video/streaming-tv-prime-video-ads (safe zones from Amazon's images on that page)

Audio

Spec	Value
Length	10 to 30 s; Twitch 12 to 15 or 27 to 30 s
File	WAV, MP3 or OGG, 3 MB max
Level	Amazon: “at least 192 kbps RMS normalized to -14 dBFS Peak normalized to -0.2 dBFS”
Companion	1024x1024 required, 300x250 optional; JPEG or PNG, 750 kb max
Copy	Headline 19 characters; 12 words max at 32 pt (26 pt legal)
Script	No click references; one clear action at the end; no jarring sounds
Interactive	Alexa voice CTAs, US and UK only

Source: advertising.amazon.com/resources/ad-specs/audio-ads

Responsive e-commerce (REC)

Asset	Spec
Products	Up to 20 ASINs; out-of-stock skipped
Logo	600 px wide, 100 px high minimum; 1,000 kb max; JPG, GIF or PNG
Headline	50 characters; no prices, savings, “best”, exclamation points
Disclaimer	60 characters, only when needed
Images	1200x1200, 900x1600, 1200x628; no text, logos, CTAs, white backgrounds
Video	MP4, 16:9, 500 MB max; US only, third-party sites

Source: advertising.amazon.com/resources/ad-specs/ecommerce

Amazon's own screens

Placement	What you supply
Pause ad	Prime Video: 16:9 background, 1920x1080 min, 2 MB; logo PNG 1 MB (shown 540x140); headline 85 characters; legal 180
Fire TV inline	1712x136 JPG, 250 kb, 27 px clear each edge; 980x551 image, 300 kb; optional 10 to 30 s video
Feature Rotator	Fire TV: 1920x720 JPG, 640x260 PNG, 450 kb each; video 1920x1080, 5 to 21 s, -24 LKFS; end slide 3 s max

Sources: /ad-specs/prime-video/pause-ad, /fire-tv/inline, /fire-tv/feature-rotator

Where Amazon's pages disagree

Spec	Amazon pages say	Build to
STV bitrate	15 Mbps (spec page) vs 4 Mbps (support center)	15 Mbps+
414x125 weight	100 kb (web page) vs 200 kb (app page)	100 kb
REC sizes	10 vs 13 sizes on one page	Responsive
OLV VPAID	“may include VPAID 2” vs “do not accept VPAID”	No VPAID
Loudness	None for STV or OLV; -24 LKFS on Fire TV only	Ask Amazon

Before you submit: what Amazon rejects

- No typos, grammar slips or inconsistent capitals
- No blurry, pixelated or upscaled images or video
- No black frames at the start or end; no ending cut at the max length
- Legible, high-contrast text; 9 pt minimum on image and REC
- No volume jumps or audio louder than the content around it
- Every link and landing page works and matches the ad
- Language matches the audience, landing page and locale
- Brand name or logo in the ad; no unauthorized Amazon branding
- Claims substantiated; no superlatives in REC headlines
- No text, logos or CTAs inside REC custom images

Sources: support center, Ad specifications overview, General requirements, Claims and substantiation; A complete guide to Sponsored Brands and display ads moderation. Amazon trafficks and QAs final files in 2 business days.

Peachblue reads Amazon DSP creative after it runs: every creative counted once across line items, scored, and matched to the same ad on Meta, TikTok and Google Ads. Full guide, sources and FAQ at peachblue.io/blog/amazon-dsp-creative-specs.