

Yahoo! JAPAN Ads

Image assets

Search Ads

March 2024

LINEヤフー





We will release a new ad display asset “Image assets”

You will be able to run a variety of ads with images together with the title and description.

スポンサー
https://example.com

【公式】〇〇トラベル - 沖縄県の人気ホテル情報が満載

ポイント最大10%還元！沖縄のツアーや旅行、ホテルの予約なら〇〇トラベル。



👤 アクセス数：100万回以上（先月）

関連情報はこちら

- ▶ 家族旅行におすすめプラン
- ▶ 那覇のホテルを一覧で検索
- ▶ 憧れの高級ホテル
- ▶ 早割りプランを予約

スポンサー
https://example.com ▼

【公式】〇〇トラベル - 沖縄県の人気ホテル情報が満載

ポイント最大10%還元！沖縄のツアーや旅行、ホテルの予約なら〇〇トラベル。

👤 アクセス数：1億回以上（先月）



関連情報はこちら

<p><u>家族旅行におすすめプラン</u></p> <p>大人も子供も楽しめる おすすめホテル</p>	<p><u>那覇のホテルを一覧で検索</u></p> <p>那覇市内ホテルを 価格を比較して予約</p>
<p><u>憧れの高級ホテル</u></p> <p>いつか泊まってみたい 憧れのホテルを予約</p>	<p><u>早割りプランを予約</u></p> <p>かしこく旅を楽しむなら 早割でお得な旅行計画</p>

*Images are for illustrative purposes only. The actual results may differ.

*Ad display options was renamed to ad display assets

Image assets will be posted in the most effective pattern. Multiple images may appear

▼Image

スポンサー

 <https://example.com>

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スポンサー

 <https://example.com>

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スポンサー

 <https://example.com>

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Using image assets has the following advantages

Improve CTR



The amount of information and visibility of your ads will improve. You can expect better CTR

Messages you can understand in a glance



Impress or emphasize with your ads
The message comes through at a glance

Variety of appeal options

i You can promote in richer and more diverse expression

- Images that are relevant to your keywords
- Images linked to commercials and campaigns
- Images to promote your new products and services
- Post your typical products and services
- Seasonal appeal

etc.

Example of use

By using image assets, new expressions with images are possible

Images that are relevant to your keywords



Example: An image that allows you to imagine a ticket in response to a search query for “沖縄 航空券 (Okinawa air tickets)”

Post your typical products and services



Example: Images showing your company's representative products and services

Images linked to other media



Example: Images linked to commercials on air or running campaigns

Seasonal appeal



Example: Images that can be associated to gifts for users searching for Christmas gifts

Includes images of new products and services



Example: Post images of new product launch information to users who search for your product

Promote your strengths



Example: Many comments
Image showing your company's strengths

Ad display assets, including image assets, are optimized and posted in an effective combinations
We recommend setting up all ad display assets possible

▼ Image

スポンサー
https://example.com

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ポイント最大10%還元！沖縄のツアーや旅行、ホテルの予約なら〇〇トラベル。格安から高級ホテル、レジャーからビジネス向けなど幅広いプランをご用意。口コミ情報あり・豊富な施設情報あり・ポイント付与・WEB限定プランあり・タイプ：ホテル・旅館、ビジネス・出張、出張

① 

📍 アクセス数：100万回以上（先月）

関連情報はこちら

④ [▶ 家族旅行におすすめプラン](#)

[▶ 那覇のホテルを一覧で検索](#)

[▶ 憧れの高級ホテル](#)

[▶ 早割りプランを予約](#)

⑤ [電話：03-0000-0000](#)

▼ List of ad display assets

	Ad display asset	Posted items
①	NEW Image asset	Image
②	Callout asset	Text without link
③	Category snippet asset	Select from supplemental category
④	Quick link asset	Link destination, title, description
⑤	Call asset	Phone number

Having all your ad display assets will help you find the best combination



Feature details (ad delivery and set up)

Posting	Device	Posted on smartphones, PCs and tablets
	Ad rank	It may be posted regardless of the ranking Image assets may appear in lower positions instead of higher positions
	Elements	The settings in the lowest element will be delivered with priority If set up in both campaign and ad groups Only ad group settings are reflected (*)
Settings	Associate	Same as other ad display assets You can associate with campaigns other than app promotion
	Delivery duration	You can't set the duration
	Number of associations	We recommend to associate at least three 1:1 aspect ratios and at least one 1.91:1
	Adding limits	You can add up to 1,000 images with the status "approved" and "reviewed" per account "Declined" and "removed" are not included
	Modify and remove	Created image assets cannot be removed or modified

*Image asset and call asset will be delivered with priority to the lower element

To use image assets you need to add the following images

Required/Optional	Aspect ratio	Pixel size	Recommended pixel size (*2)	Maximum	File format	Changes during delivery
Required	1:1	Larger than 300 x 300 Up to 10240 per side	1200×1200	Up to 2MB *3	JPEG Extensions .jpg and .jpeg	Note that there are the following specifications when image assets are posted <ul style="list-style-type: none">• Corners of the image may be rounded• There may be an outer frame• Images may be resized
Optional *1	1.91:1	Larger than 600×314 Up to 10240 per side	1200×628		Still GIF89a Extension .gif PNG Extension .png	

*1: Any 1.91 will be hard to deliver if the required 1:1 is not associated in the same element level

*2: For devices with high-resolution displays, we recommend creating with the recommended sizes (or larger).

*3: The system will compress your images when the file size is more than 200KB. If the compressed file is larger than 200KB, an error will occur and uploading will fail.

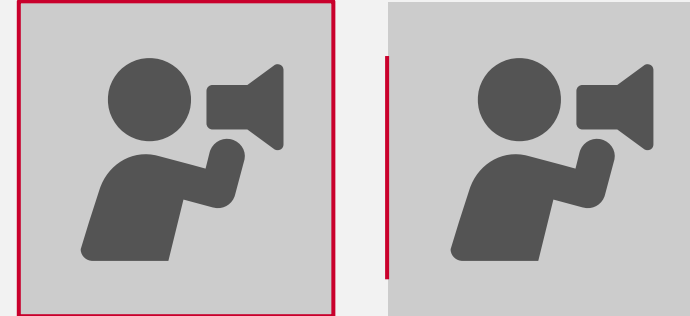
Image assets cannot contain the following images

- Layered text is not allowed (including logos)
Image with text printed on products, etc. in the photo are permitted
- A partial outer frame is not permitted

▼ Example of image with layered text



▼ Example of image with outer frames



*Ads will be reviewed based on Yahoo! JAPAN Ads Advertisement Editorial Guidelines and the preceding Ad Insertion Rules of image assets.

- Image assets may not appear even if you add them.
- You can click the image asset but cannot link different destinations for each image asset.
Ads are linked to the final URL
- The tracking parameter {extensionid} (ad display asset tracking ID) will not work for tracking if you click an image asset
- You can't modify or remove once the image assets are added
The maximum number you can add per account is 1,000

About this document

- ✓ This document is current as of March 2024.
- ✓ The images used in this document are for illustrative purposes only.
- ✓ The specifications in this document are subject to change.



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Yahoo! JAPAN Ads Information

<https://marketing.yahoo.co.jp/service/yahooads/>