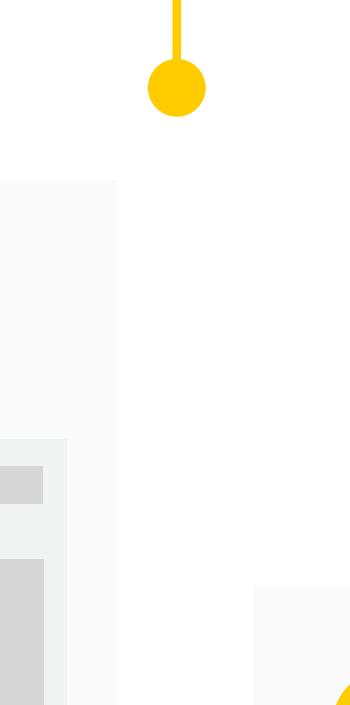


Your guide to ad formats and specs for social media advertising.



Feed image

Pixels
1080 x 1080
(At least)

Ratio
1.91:1 to 1:1
(With link)
1.91:1 to 4:5
(Without link)

No more than 20% text

Headline: 25 characters

Link description: 30 characters

PNG JPG
Max 30 MB

Feed video

Ratio
9:16 to 16:9

MP4 MOV
Max 4 GB

No more than 20% text

Headline: 25 characters

Text: 125 characters

Link description: 30 characters

Carousel

Pixels
1080 x 1080

Ratio
1:1

PNG JPG
Max 30 MB

2-10 cards per ad

Headline: 40 characters

Description: 20 characters

Text: 125 characters

Stories

Video

Ratio
9:16

MP4 MOV
Max 4 GB

Highest resolution possible

Right column ads

Pixels
1200x1200

Ratio
16:9 to 1:1

PNG JPG

Text: 125 characters

Headline: 25 characters

Link description: 30 characters

Image

Pixels
1080 X 1920
text within 1080 x 1420 pixels

Ratio
9:16

PNG JPG
Max 30 MB

Highest resolution possible

Messenger ads

Ratio
16:9 to 1:1

PNG JPG
Max 30 MB

Text: 125 characters

Headline: 25 characters

Sponsored message

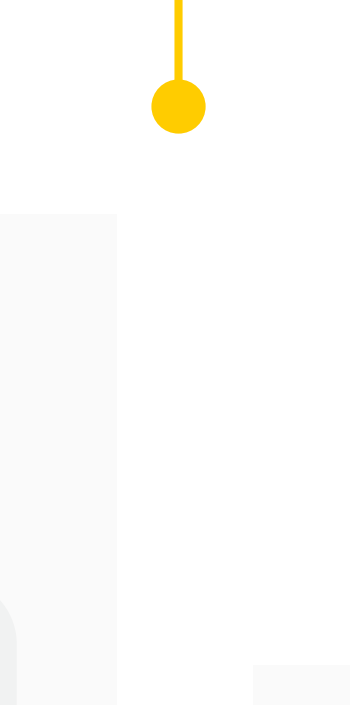
Pixels
1200 X 628

Ratio
1.9:1

PNG JPG
Max 30 MB

Text: 125 characters

Headline: 25 characters



Stories ads

Pixels
1080 X 1920
text within 1080 x 1420 pixels

Ratio
9:16 16:9 to 4:5

PNG JPG
Max 30 MB

MP4 .MOV
Max 4 GB

Feed image

Pixels
1080 X 1080
600 X 750

Ratio
1:1 4:5

PNG JPG
Max 30 MB

Video ads

Pixels
600 X 600
600 X 750

Ratio
1:1 4:5

MP4 GIF
Max 30 MB

Carousel stories

Pixels
1080 X 1920

Ratio
9:16

PNG JPG
Max 30 MB

Maximum number of cards: 3

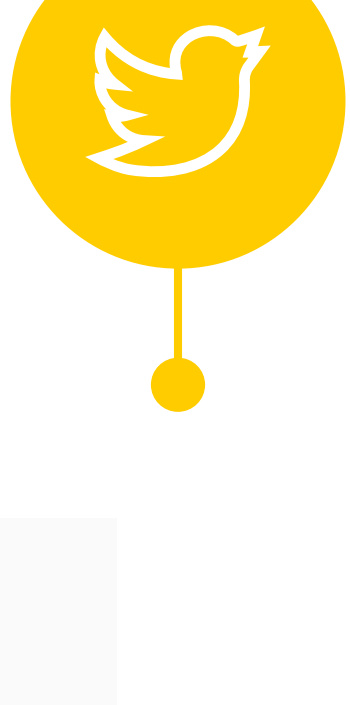
Carousel feed

Pixels
1080 X 1080

Ratio
1:1

PNG JPG
Max 30 MB

Maximum number of cards: 10



Website card

Pixels
800 X 418
800 X 800

Ratio
1.91:1
1:1

Tweet copy: 280 characters

Website title: 70 characters

PNG JPG

Direct message card

Pixels
800 wide min

Ratio
1.91:1

PNG JPG

Tweet copy: 256 characters
(24 characters used for the card)

Call to action text: 24 characters

Promoted image and GIF

Pixels
1200 X 1400

Ratio
2.1 - 1:1
Desktop
16:9
Mobile

Tweet copy: 280 characters

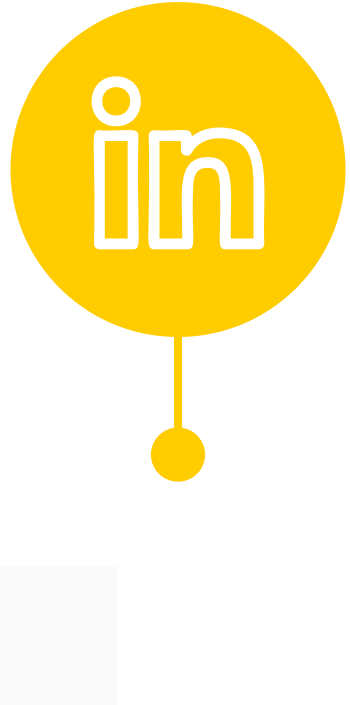
PNG JPG
GIF

Promoted poll

Ratio
1.91:1

PNG JPG

Tweet copy: 280 characters



Text ads

Pixels
100 X 100

Ratio
1:1

PNG JPG

Headline: 25 characters

Description: 75 characters

Single image ads

Pixels
1200 X 628

Ratio
1.91:1

PNG JPG

Headline: 70 characters max to avoid truncation on mobile devices
(200 max characters)

Introductory text: 150 max characters for mobile
(desktop max of 600 characters)

Carousel ads

Pixels
1080 X 1080

Ratio
1:1

PNG JPG

Ad name: Up to 225 characters

Headline: Maximum of two lines before being truncated

Introductory text: Use up to 150 characters to avoid truncation across most devices
(255 max characters)



Display ads

Pixels
300 X 250
300 X 60

PNG JPG
GIF
Max 150 KB

Max: 30 seconds

Overlay ads

Pixels
728 X 90
468 X 60

PNG JPG
GIF
Max 150 KB

Skippable ad

Pixels
640 X 360
480 X 360

Ratio
16:9 4:3

Recommended:
Less than 30 seconds

AVI ASF MP4
MPG .MOV Quicktime
Windows Media
Max 1 GB

Non-skippable ads

Pixels
640 X 360
480 X 360

Ratio
16:9 4:3

Max: 15 seconds

AVI ASF MP4
MPG .MOV Quicktime
Windows Media
Max 1 GB