

2019 Paid ad campaign specs guide

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Facebook

Single Image

Recommended image size: 1200 x 628 pixels
Aspect ratio: 16: 9

Facebook Stories

Recommended image size: 1080 x 1920 pixels
Aspect ratio: 9:16

Video

Recommended format: .mp4, .mov or .gif
Aspect ratio: 9:16 to 16:9 (Ideal ratio depends on your placements)
Resolution: 600 pixels minimum width
File size: 4GB max
Recommended length: 1 second to 240 mins
Facebook Stories length: 1 to 15 seconds

Carousel

Recommended image size: 1080 x 1080 pixels
Aspect ratio: 1:1

Slideshow

Recommended image size: 1280 x 720 pixels
Aspect ratio: 16:9, 1:1, or 2:3
Video format: .mov or .mp4 file types

Instant Experience Creative size:

Fit to width (linkable):
image width of 1080 pixels

Fit to width (tap to expand):
minimum image height of 1080 pixels

Fit to height (tilt to pan):
image height of 1920 pixels

Aspect ratio:
Images use the full width of the screen by default

Video Format: .mov or .mp4 file type

Instagram



Instagram Stories + Stories Carousel

Recommended image size: 1080 x 1920 pixels
Aspect ratio: 9:16

Single Image

Recommended image size: 1080 x 1080 pixels
Aspect ratio: 1:1

Carousel

Recommended image size: 1080 x 1080 pixels
Aspect ratio: 1:1

Video

Recommended format: .mp4, .mov or .gif
Aspect Ratio: Vertical (4:5)
Resolution: 600px minimum width
File size: Up to 4 GB max
Recommended length: Up to 15 seconds
Instagram Feed: Up to 120 seconds
Instagram Stories: 1 to 15 seconds



TIP

Upload the highest resolution image available.



LinkedIn

Sponsored Content

Thumbnail image size: 1200 x 627 pixels
Image must be more than 400 pixels in width

Tip:

If your image width is below 400px it will not display in the larger image format. Instead, images will appear as a thumbnail on the left side of the post.

Sponsored InMail Specifications

Sender's Name: 30 characters maximum (including spaces and punctuations)
Subject Line: 60 characters maximum (including spaces and punctuations)
Body Copy: 1500 characters maximum (including spaces and punctuations)
Clickable Links: 3 links maximum

Text Ads

Headline: 25 character limit (including spaces)
Description: 75 character limit (including spaces)
Images are optional
Recommended image size: 50 x 50 pixels

LinkedIn Display

Image size: 300 x 250 pixels
Accepted file types: HTML5 - must be third party served GIF, JPG, PNG
File size: HTML5: 200kb, Other: 40kb

Twitter



Plain Text Tweet

Tweet copy: 280 characters (note: each link used reduces character count by 24 characters)

Image Website + App card

Image size: 800 x 418 pixels for 1.9 aspect ratio and 800 x 800 pixels for 1:1 aspect ratio
Aspect Ratio: 1:91:1 or 1:1

Promoted Video

File type: MP4 or MOV.
Aspect Ratio: 16:9 or 1:1 (square)
Video Resolution: 720 x 1280 pixels (portrait), 1280 x 720 pixels (landscape), 720 x 720 pixels (square)
File size: 1GB Max
Max time: 2 minutes and 20 seconds

Single Image Mobile

Image size: minimum 600 X 335 pixels
Aspect ratio: 16:9

Tip: Larger images (for example 1200 X 675 pixels) will be better optimized for when users click to expand images.

Single Image Desktop

Image size: minimum width of 600 pixels. Any height is acceptable, although if the height exceeds the width, it will be cropped to 1:1.
Aspect ratio:
Any aspect between 2:1 and 1:1 is acceptable.

Multi-image Tweets

Image size: minimum 600 X 335 pixels
Aspect ratio: For two images, the images will be side by side, both at 7:8 aspect ratios. For three images, there will be one 7:8 aspect ratio image on the left, with two 4:7 aspect ratio images running up the right side of the image.



Pinterest

Promoted + App Pins

Recommended image size: 1000 x 1500 pixels
Aspect ratio: 2:3

Tip: Pins with an aspect ratio that's greater than 2:3 might get cut off in people's feeds.

Promoted Video (standard width)

Recommended format: .mp4 or .mov
Aspect ratio: square 1:1 or vertical 2:3, 9:16
Video length: Minimum 4 seconds, maximum 15 minutes
Max file size: Up to 2GB

Promoted Video (max width)

Recommended format: .mp4 or .mov
Aspect ratio: square 1:1 or widescreen 16:9.
Note that max. width aspect ratio can't exceed the height of a 1:1 aspect ratio.
Video length: Minimum 4 seconds, maximum 15 minutes
Max file size: 2GB or less

Promoted Carousels

Image count: 2-5 images per Carousel
Aspect ratio: 1:1 or 2:3

Google Display



File size: Max 150kb Google requires two versions of your icon / logo and hero image

Aspect ratio: 1:1 icon / logo and hero image + 4:3 icon / logo and hero image

Note: Google will create your ads in a variety of specifications using the above.