



EccaNova



MEDIA SPECIFICATIONS

Facebook Carousel

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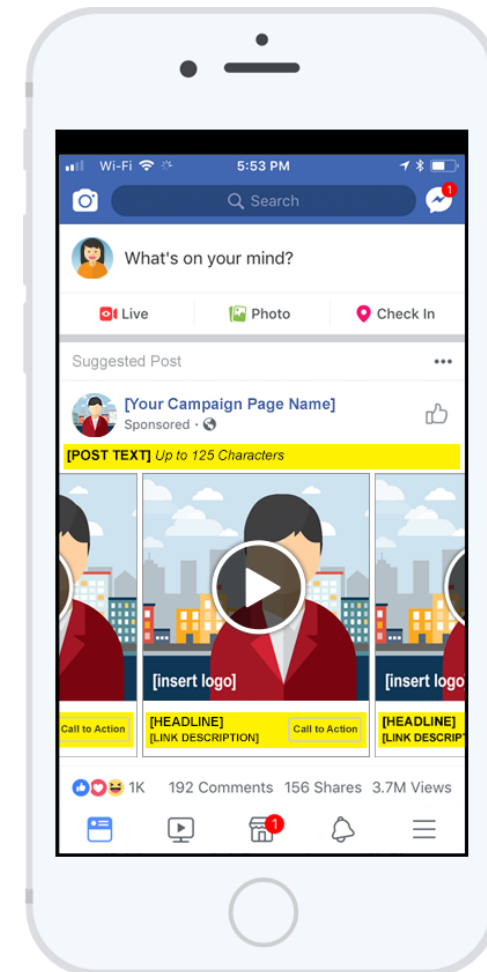
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1. FACEBOOK FEED - SPECS

| FACEBOOK FEED | | | | |
|---|--|---|---|---|
| About | Max Text Characters | Technical Requirements | Supported Objectives | Call to Action |
| <p>The carousel format allows you to showcase up to 10 images or videos within a single ad, each with its own link. With more creative space within an ad, you can highlight different products, showcase specific details about one product, service or promotion, or tell a story about your brand that develops across each carousel card.</p> | <ul style="list-style-type: none"> ▶ Main Post Text: 125 ▶ Headline: 25 ▶ Link Description: 20 | <ul style="list-style-type: none"> ▶ Minimum Number of Cards: 2 ▶ Maximum Number of Cards: 10 ▶ Image File Type: jpg or png ▶ Video File Type: Supported file formats ▶ Video Maximum File Size: 4GB ▶ Video Length: Up to 240 minutes ▶ Image Maximum File Size: 30MB ▶ Recommended Resolution: At least 1080 x 1080px ▶ Recommended Ratio: 1:1 ▶ Images that consist of more than 20% text may experience reduced delivery. ▶ Aspect Ratio Tolerance: 3% | <ul style="list-style-type: none"> ▶ Reach ▶ Brand Awareness ▶ Traffic ▶ App Installs ▶ Lead Generation ▶ Conversions ▶ Catalog Sales ▶ Store Traffic ▶ Messages | <ul style="list-style-type: none"> ▶ Apply Now ▶ Book Now ▶ Call Now ▶ Contact Us ▶ Download ▶ Learn More <i>*Most Popular</i> ▶ Get Quote ▶ Send Message ▶ See Menu ▶ Shop Now ▶ Sign Up ▶ Watch More ▶ Listen Now ▶ Subscribe ▶ Send WhatsApp Message |



2. FACEBOOK RIGHT COLUMN - SPECS

| FACEBOOK RIGHT COLUMN | | | | |
|---|--|---|---|--|
| About | Max Text Characters | Technical Requirements | Supported Objectives | Call to Action |
| <p>Right Column ads are a desktop only format. These ads most commonly appear in the right hand column of Facebook pages, but they may appear in other areas of the site.</p> <p>The carousel format allows you to showcase up to 10 images or videos within a single ad, each with its own link. With more creative space within an ad, you can highlight different products, showcase specific details about one product, service or promotion, or tell a story about your brand that develops across each carousel card.</p> | <ul style="list-style-type: none"> ▶ Headline: 40 ▶ Link Description: 20 | <ul style="list-style-type: none"> ▶ Minimum Number of Cards: 2 ▶ Maximum Number of Cards: 10 ▶ Image File Type: jpg or png ▶ Video File Type: Supported file formats ▶ Video Maximum File Size: 4GB ▶ Video Length: Up to 240 minutes ▶ Image Maximum File Size: 30MB ▶ Recommended Resolution: At least 1080 x 1080px ▶ Recommended Ratio: 1:1 ▶ Images that consist of more than 20% text may experience reduced delivery. ▶ Aspect Ratio Tolerance: 3% | <ul style="list-style-type: none"> ▶ Traffic ▶ Conversions ▶ Catalog Sales | <ul style="list-style-type: none"> ▶ Apply Now ▶ Book Now ▶ Call Now ▶ Contact Us ▶ Download ▶ Learn More <i>*Most Popular</i> ▶ Get Quote ▶ Send Message ▶ See Menu ▶ Shop Now ▶ Sign Up ▶ Watch More ▶ Listen Now ▶ Subscribe ▶ Donate Now |



3. FACEBOOK INSTANT ARTICLES - SPECS

| FACEBOOK INSTANT ARTICLES | | | | |
|---|--|---|---|---|
| About | Max Text Characters | Technical Requirements | Supported Objectives | Call to Action |
| <p>Instant Articles is a mobile optimized format that enables publishers to distribute fast-loading interactive articles to Facebook's app. Approved publishers may choose to place ads within their Instant Articles. Selecting Instant Articles as a placement will allow your ad to appear when people from your audience view these articles.</p> <p>The carousel format allows you to showcase up to 10 images or videos within a single ad, each with its own link. With more creative space within an ad, you can highlight different products, showcase specific details about one product, service or promotion, or tell a story about your brand that develops across each carousel card.</p> | <ul style="list-style-type: none"> ▶ Main Post Text: 125 ▶ Headline: 40 ▶ Link Description: 20 | <ul style="list-style-type: none"> ▶ Minimum Number of Cards: 2 ▶ Maximum Number of Cards: 10 ▶ Image File Type: jpg or png ▶ Video File Type: Supported file formats ▶ Video Maximum File Size: 4GB ▶ Video Length: Up to 240 minutes ▶ Image Maximum File Size: 30MB ▶ Recommended Resolution: At least 1080 x 1080px ▶ Recommended Ratio: 1:1 ▶ Images that consist of more than 20% text may experience reduced delivery. ▶ Aspect Ratio Tolerance: 3% | <ul style="list-style-type: none"> ▶ Reach ▶ Brand Awareness ▶ Traffic ▶ App Installs ▶ Lead Generation ▶ Conversions | <ul style="list-style-type: none"> ▶ Apply Now ▶ Book Now ▶ Call Now ▶ Contact Us ▶ Download ▶ Learn More <i>*Most Popular</i> ▶ Get Quote ▶ Send Message ▶ See Menu ▶ Shop Now ▶ Sign Up ▶ Watch More ▶ Listen Now ▶ Subscribe ▶ Send WhatsApp Message |



4. FACEBOOK MARKETPLACE - SPECS

| FACEBOOK MARKETPLACE | | | | |
|--|--|---|---|---|
| About | Max Text Characters | Technical Requirements | Supported Objectives | Call to Action |
| The carousel format allows you to showcase up to 10 images or videos within a single ad, each with its own link. With more creative space within an ad, you can highlight different products, showcase specific details about one product, service or promotion, or tell a story about your brand that develops across each carousel card. | <ul style="list-style-type: none"> ▶ Main Post Text: 125 ▶ Headline: 25 ▶ Link Description: 20 | <ul style="list-style-type: none"> ▶ Minimum Number of Cards: 2 ▶ Maximum Number of Cards: 10 ▶ Image File Type: jpg or png ▶ Video File Type: Supported file formats ▶ Video Maximum File Size: 4GB ▶ Video Length: Up to 240 minutes ▶ Image Maximum File Size: 30MB ▶ Recommended Resolution: At least 1080 x 1080px ▶ Recommended Ratio: 1:1 ▶ Images that consist of more than 20% text may experience reduced delivery. ▶ Aspect Ratio Tolerance: 3% | <ul style="list-style-type: none"> ▶ Traffic ▶ Conversions ▶ Catalog Sales ▶ Reach ▶ Brand Awareness ▶ Event Responses ▶ Lead Generation ▶ Video Views ▶ Store Traffic ▶ Messages | <ul style="list-style-type: none"> ▶ Apply Now ▶ Book Now ▶ Call Now ▶ Contact Us ▶ Download ▶ Learn More <i>*Most Popular</i> ▶ Get Quote ▶ Send Message ▶ See Menu ▶ Shop Now ▶ Sign Up ▶ Watch More ▶ Listen Now ▶ Subscribe ▶ Send WhatsApp Message ▶ Donate Now |



4. FACEBOOK STORIES - SPECS

| FACEBOOK STORIES | | | | |
|---|-------------------------------------|---|--|--|
| About | Max Text Characters | Technical Requirements | Supported Objectives | Call to Action |
| <p>Expandable Carousel in Facebook Stories allows you to showcase 3 images within a single ad, each with its own link. Expandable Carousel displays one card and gives people the option to tap to see 2 additional stories cards. With more creative space within an ad, you can highlight different products, showcase specific details about one product, service or promotion, or tell a story about your brand that develops across each carousel card.</p> <p>Consider leaving roughly 14% (250 pixels) of the top and bottom of the image free from text and logos to avoid covering these key elements with the call-to-action.</p> | <p>▶ Main Post Text: 125</p> | <p>▶ Minimum Number of Cards: 3</p> <p>▶ Maximum Number of Cards: 3 (if more than 3 are included, we will display only the first 3)</p> <p>▶ Image File Type: jpg or png</p> <p>▶ Video File Type: Not supported for Expandable Carousel</p> <p>▶ Image Maximum File Size: 30MB</p> <p>▶ Recommended Resolution: At least 1080 x 1080px</p> <p>▶ Recommended Ratio: 1:1</p> <p>▶ Images that consist of more than 20% text may experience reduced delivery.</p> <p>▶ Minimum Width: 500 pixels</p> | <p>▶ Traffic</p> <p>▶ Conversions</p> <p>▶ Reach</p> <p>▶ App Installs</p> <p>▶ Lead Generation</p> <p>▶ Brand Awareness</p> <p>▶ Store Traffic</p> <p>▶ Catalog Sales</p> <p>▶ Messages</p> | <p>▶ Apply Now</p> <p>▶ Book Now</p> <p>▶ Call Now</p> <p>▶ Contact Us</p> <p>▶ Download</p> <p>▶ Learn More <i>*Most Popular</i></p> <p>▶ Get Quote</p> <p>▶ Send Message</p> <p>▶ See Menu</p> <p>▶ Shop Now</p> <p>▶ Sign Up</p> <p>▶ Watch More</p> <p>▶ Listen Now</p> <p>▶ Subscribe</p> <p>▶ Send WhatsApp Message</p> <p>▶ Donate Now</p> |



5. FACEBOOK SEARCH RESULTS - SPECS

| FACEBOOK SEARCH RESULTS | | | |
|--|---|---|--|
| Max Text Characters | Technical Requirements | Supported Objectives | Call to Action |
| <ul style="list-style-type: none"> ▶ Main Post Text: 125 ▶ Headline: 25 ▶ Link Description: 20 | <ul style="list-style-type: none"> ▶ Minimum Number of Cards: 2 ▶ Maximum Number of Cards: 10 ▶ Image File Type: jpg or png ▶ Video File Type: Supported file formats ▶ Video Maximum File Size: 4GB ▶ Video Length: Up to 240 minutes ▶ Image Maximum File Size: 30MB ▶ Recommended Resolution: At least 1080 x 1080px ▶ Recommended Ratio: 1:1 ▶ Images that consist of more than 20% text may experience reduced delivery. ▶ Aspect Ratio Tolerance: 3% | <ul style="list-style-type: none"> ▶ Traffic ▶ Conversions ▶ Catalog Sales | <ul style="list-style-type: none"> ▶ Apply Now ▶ Book Now ▶ Call Now ▶ Contact Us ▶ Download ▶ Learn More <i>*Most Popular</i> ▶ Get Quote ▶ Send Message ▶ See Menu ▶ Shop Now ▶ Sign Up ▶ Watch More ▶ Listen Now ▶ Subscribe ▶ Donate ▶ Donate Now |



6. INSTAGRAM STORIES - SPECS

| INSTAGRAM STORIES | | | | |
|--|--|---|---|--|
| Design Recommendations | Max Text Characters | Technical Requirements | Supported Objectives | Call to Action |
| <p>Instagram now offers two types of carousel ads within stories. Native Stories Carousel automatically displays up to 3 cards with full-screen creative and can only be bought as a standalone Instagram Stories placement.</p> <p>Expandable Stories Carousel displays 1, 2, or 3 cards automatically but gives people the option to tap "Keep Watching" to see the remaining cards for a total of 10 cards. The number of cards automatically displayed before prompting viewers to keep watching is tailored for each viewer. This version can be bought using automatic placements along with feed ads and only supports creative with feed ratios.</p> <p>Consider leaving roughly 14% (250 pixels) of the top and bottom of the image or video free from text and logos to avoid covering these key elements with the profile icon or call-to-action.</p> | <ul style="list-style-type: none"> ▶ Main Post Text: 125 ▶ Headline: 25 ▶ Link Description: 20 | <ul style="list-style-type: none"> ▶ Image File Type: jpg or png ▶ Video File Type: Supported file formats ▶ Recommended Resolution: 1080x1920 ▶ Ratio: 9:16 ▶ Images/Videos that consist of more than 20% text may experience reduced delivery. ▶ Aspect Ratio Tolerance: 1% ▶ Maximum Video Duration for Carousel Videos: 15 seconds ▶ Maximum Video Duration for Prompted Carousel Videos: 60 seconds ▶ Maximum Video Duration: 120 seconds <p>NATIVE STORIES CAROUSEL</p> <ul style="list-style-type: none"> ▶ Minimum Number of Cards: 2 ▶ Maximum Number of Cards: 3 <p>EXPANDABLE STORIES CAROUSEL</p> <ul style="list-style-type: none"> ▶ Maximum Number of Cards: 10 | <ul style="list-style-type: none"> ▶ Reach ▶ Traffic ▶ Conversions ▶ App Installs ▶ Lead Generation ▶ Video Views ▶ Brand Awareness ▶ Store Traffic | <ul style="list-style-type: none"> ▶ Apply Now ▶ Book Now ▶ Call Now ▶ Contact Us ▶ Download ▶ Learn More <i>*Most Popular</i> ▶ Get Quote ▶ Send Message ▶ See Menu ▶ Shop Now ▶ Sign Up ▶ Watch More ▶ Listen Now ▶ Subscribe |



7. INSTAGRAM FEED - SPECS

| INSTAGRAM STORIES | | | | |
|---|---|---|--|--|
| Design Recommendations | Max Text Characters | Technical Requirements | Supported Objectives | Call to Action |
| <p>Selecting the Instagram Feed placement will allow members of your audience to see your ad within their Instagram app feed.</p> <p>The carousel format allows you to showcase up to 10 images or videos within a single ad, each with its own link. With more creative space within an ad, you can highlight different products, showcase specific details about one product, service or promotion, or tell a story about your brand that develops across each carousel card.</p> | <p>▶ Main Post Text: Two rows of text will display</p> <p>▶ Headline: One row of text will display</p> <p>▶ Maximum Text Length: 2200</p> <p>▶ Maximum Number of Hashtags in Text: 30</p> | <p>▶ Minimum Number of Cards: 2</p> <p>▶ Maximum Number of Cards: 10</p> <p>▶ Image File Type: jpg or png</p> <p>▶ Video File Type: Supported file formats</p> <p>▶ Video Maximum File Size: 4GB</p> <p>▶ Video Length: Up to 60 seconds</p> <p>▶ Image Maximum File Size: 30MB</p> <p>▶ Recommended Resolution: At least 1080 x 1080px</p> <p>▶ Recommended Ratio: 1:1</p> <p>▶ Images that consist of more than 20% text may experience reduced delivery.</p> <p>▶ Aspect Ratio Tolerance: 1%</p> | <p>▶ Reach</p> <p>▶ Traffic</p> <p>▶ Conversions</p> <p>▶ App Installs</p> <p>▶ Lead Generation</p> <p>▶ Catalog Sales</p> <p>▶ Brand Awareness</p> <p>▶ Store Traffic</p> <p>▶ Messages</p> | <p>▶ Apply Now</p> <p>▶ Book Now</p> <p>▶ Call Now</p> <p>▶ Contact Us</p> <p>▶ Download</p> <p>▶ Learn More <i>*Most Popular</i></p> <p>▶ Get Quote</p> <p>▶ Send Message</p> <p>▶ See Menu</p> <p>▶ Shop Now</p> <p>▶ Sign Up</p> <p>▶ Watch More</p> <p>▶ Listen Now</p> <p>▶ Subscribe</p> <p>▶ Send WhatsApp Message</p> |



8. AUDIENCE NETWORK - SPECS

| AUDIENCE NETWORK NATIVE, BANNER AND INTERSTITIAL | | | | |
|--|--|---|--|---|
| Design Recommendations | Max Text Characters | Technical Requirements | Supported Objectives | Call to Action |
| <p>The Audience Network brings the power of Facebook audience targeting to additional mobile experiences, giving marketers even more scale for their Facebook campaigns. Choose Audience Network as a placement to allow your ads to appear when your audience views approved Audience Network sites and apps.</p> <p>The carousel format allows you to showcase up to 10 images or videos within a single ad, each with its own link. With more creative space within an ad, you can highlight different products, showcase specific details about one product, service or promotion, or tell a story about your brand that develops across each carousel card.</p> | <ul style="list-style-type: none"> ▶ Main Post Text: 125 ▶ Headline: 40 ▶ Link Description: 20 | <ul style="list-style-type: none"> ▶ Minimum Number of Cards: 2 ▶ Maximum Number of Cards: 10 ▶ Image File Type: jpg or png ▶ Video File Type: Supported file formats ▶ Video Maximum File Size: 4GB ▶ Video Length: Up to 240 minutes ▶ Image Maximum File Size: 30MB ▶ Recommended Resolution: At least 1080 x 1080px ▶ Recommended Ratio: 1:1 ▶ Images/videos that consist of more than 20% text may experience reduced delivery. | <ul style="list-style-type: none"> ▶ Traffic ▶ Conversions ▶ Catalog Sales ▶ Reach ▶ App Installs | <ul style="list-style-type: none"> ▶ Apply Now ▶ Book Now ▶ Call Now ▶ Contact Us ▶ Download ▶ Learn More <i>*Most Popular</i> ▶ Get Quote ▶ Send Message ▶ See Menu ▶ Shop Now ▶ Sign Up ▶ Watch More ▶ Listen Now ▶ Subscribe ▶ Send WhatsApp Message |



9. MESSENGER INBOX - SPECS

| AUDIENCE NETWORK NATIVE, BANNER AND INTERSTITIAL | | | | |
|--|--|---|---|---|
| Design Recommendations | Max Text Characters | Technical Requirements | Supported Objectives | Call to Action |
| The carousel format allows you to showcase up to 10 images or videos within a single ad, each with its own link. With more creative space within an ad, you can highlight different products, showcase specific details about one product, service or promotion, or tell a story about your brand that develops across each carousel card. | <ul style="list-style-type: none">▶ Main Post Text: 125▶ Headline: 40▶ Link Description: 20 | <ul style="list-style-type: none">▶ Minimum Number of Cards: 2▶ Maximum Number of Cards: 10▶ Image File Type: jpg or png▶ Image Maximum File Size: 30MB▶ Recommended Resolution: At least 1080 x 1080px▶ Recommended Ratio: 1:1▶ Images that consist of more than 20% text may experience reduced delivery.▶ Aspect Ratio Tolerance: 1% | <ul style="list-style-type: none">▶ Traffic▶ Conversions▶ Catalog Sales▶ Messages▶ App Installs | <ul style="list-style-type: none">▶ Install Now▶ Use App▶ Book Now▶ Download▶ Learn More <i>*Most Popular</i>▶ Play Game▶ Shop Now▶ Sign Up▶ Subscribe |