· · ·



. . .

•

• • •

MEDIA SPECIFICATIONS

Facebook Carousel

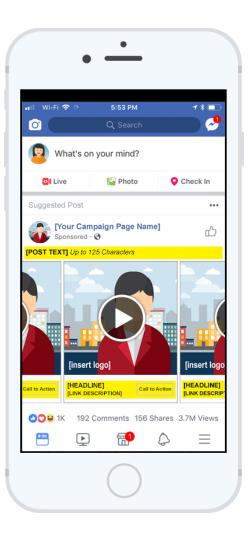
EccaNova, LLC

525 Vine St. #631 Cincinnati, OH 45201 (866) 846-6682 contact@eccanova.com



TABLE OF CONTENTS

- 1. Facebook Feed Specs
- 2. Facebook Right Column Specs
- 3. Facebook Instant Articles Specs
- 4. Facebook Marketplace Specs
- 4. Facebook Stories Specs
- 5. Facebook Search Results Specs
- 6. Instagram Stories Specs
- 7. Instagram Feed Specs
- 8. Audience Network Specs
- 9. Messenger Inbox Specs



EccaNova, LLC 525 Vine St. #631 Cincinnati, OH 45201 (866) 846-6682



1. FACEBOOK FEED - SPECS

FACEBOOK FEED						
About	Max Text Characters	Technical Requirements	Supported Objectives	Call to Action		
The carousel format allows you to	Main Post Text: 125	Minimum Number of Cards: 2	► Reach	► Apply Now		
showcase up to 10 images or	► Headline: 25	Maximum Number of Cards: 10	Brand Awareness	Book Now		
videos within a single ad, each with	Link Description: 20	Image File Type: jpg or png	► Traffic	► Call Now		
its own link. With more creative		► Video File Type: <u>Supported file</u>	► App Installs	► Contact Us		
space within an ad, you can		formats	Lead Generation	► Download		
nighlight different products,		Video Maximum File Size: 4GB	Conversions	Learn More *Most Popular		
showcase specific details about		 Video Length: Up to 240 minutes 	Catalog Sales	► Get Quote		
one product, service or promotion,		 Image Maximum File Size: 30MB 	Store Traffic	Send Message		
or tell a story about your brand that		 Recommended Resolution: At least 	Messages	► See Menu		
levelops across each carousel		1080 x 1080px		Shop Now		
ard.		 Recommended Ratio: 1:1 		► Sign Up		
		 Images that consist of more than 		Watch More		
		20% text may experience reduced		Listen Now		
		delivery.		► Subscribe		
		 Aspect Ratio Tolerance: 3% 		Send WhatsApp Message		



2. FACEBOOK RIGHT COLUMN - SPECS

FACEBOOK RIGHT COLUMN						
About	Max Text Characters	Technical Requirements	Supported Objectives	Call to Action		
Right Column ads are a desktop only	► Headline: 40	Minimum Number of Cards: 2	► Traffic	Apply Now		
format. These ads most commonly	Link Description: 20	Maximum Number of Cards: 10	Conversions	Book Now		
appear in the right hand column of		Image File Type: jpg or png	Catalog Sales	► Call Now		
Facebook pages, but they may appear		► Video File Type: <u>Supported file</u>		Contact Us		
in other areas of the site.		formats		Download		
		Video Maximum File Size: 4GB		► Learn More *Most Popular		
The carousel format allows you to		 Video Length: Up to 240 minutes 		► Get Quote		
showcase up to 10 images or videos		► Image Maximum File Size: 30MB		Send Message		
within a single ad, each with its own		Recommended Resolution: At least		► See Menu		
link. With more creative space within		1080 x 1080px		Shop Now		
an ad, you can highlight different		Recommended Ratio: 1:1		► Sign Up		
products, showcase specific details		 Images that consist of more than 		Watch More		
about one product, service or				► Listen Now		
promotion, or tell a story about your		20% text may experience reduced		► Subscribe		
brand that develops across each		delivery.		Donate Now		
carousel card.		Aspect Ratio Tolerance: 3%				



3. FACEBOOK INSTANT ARTICLES - SPECS

About	Max Text Characters	Technical Requirements	Supported Objectives	Call to Action
nstant Articles is a mobile optimized format	Main Post Text: 125	Minimum Number of Cards: 2	▶ Reach	► Apply Now
that enables publishers to distribute fast-	► Headline: 40	Maximum Number of Cards: 10	Brand Awareness	Book Now
oading interactive articles to Facebook's	Link Description: 20	Image File Type: jpg or png	► Traffic	► Call Now
app. Approved publishers may choose to		► Video File Type: <u>Supported file formats</u>	App Installs	Contact Us
place ads within their Instant Articles.		Video Maximum File Size: 4GB	Lead Generation	► Download
Selecting Instant Articles as a placement will		Video Length: Up to 240 minutes	 Conversions 	Learn More *Most Popular
llow your ad to appear when people from		▶ Image Maximum File Size: 30MB		► Get Quote
our audience view these articles.		Recommended Resolution: At least		Send Message
		1080 x 1080px		► See Menu
he carousel format allows you to showcase		Recommended Ratio: 1:1		Shop Now
ıp to 10 images or videos within a single ad,		Images that consist of more than 20%		► Sign Up
each with its own link. With more creative		text may experience reduced delivery.		Watch More
space within an ad, you can highlight		Aspect Ratio Tolerance: 3%		Listen Now
different products, showcase specific details				Subscribe
about one product, service or promotion, or				Send WhatsApp Message
ell a story about your brand that develops				
across each carousel card.				



4. FACEBOOK MARKETPLACE - SPECS

About	Max Text Characters	Technical Requirements	Supported Objectives	Call to Action	
The carousel format allows you to showcase	Main Post Text: 125	Minimum Number of Cards: 2	► Traffic	► Apply Now	
up to 10 images or videos within a single ad,	► Headline: 25	Maximum Number of Cards: 10	Conversions	Book Now	
each with its own link. With more creative	Link Description: 20	Image File Type: jpg or png	Catalog Sales	► Call Now	
space within an ad, you can highlight		► Video File Type: <u>Supported file formats</u>	► Reach	Contact Us	
different products, showcase specific details		► Video Maximum File Size: 4GB	Brand Awareness	Download	
about one product, service or promotion, or		▶ Video Length: Up to 240 minutes	Event Responses	Learn More *Most Popular	
ell a story about your brand that develops		► Image Maximum File Size: 30MB	Lead Generation	► Get Quote	
across each carousel card.		Recommended Resolution: At least	► Video Views	Send Message	
		1080 x 1080px	Store Traffic	See Menu	
		Recommended Ratio: 1:1	Messages	Shop Now	
		Images that consist of more than 20%		► Sign Up	
		text may experience reduced delivery.		Watch More	
		► Aspect Ratio Tolerance: 3%		Listen Now	
				► Subscribe	
				Send WhatsApp Message	
				Donate Now	

EccaNova, LLC 525 Vine St. #631 Cincinnati, OH 45201 (866) 846-6682



4. FACEBOOK STORIES - SPECS

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



5. FACEBOOK SEARCH RESULTS - SPECS

FACEBOOK SEARCH RESULTS							
Max Text Characters	Technical Requirements	Supported Objectives	Call to Action				
Main Post Text: 125	Minimum Number of Cards: 2	► Traffic	► Apply Now				
Headline: 25	Maximum Number of Cards: 10	► Conversions	Book Now				
Link Description: 20	Image File Type: jpg or png	Catalog Sales	► Call Now				
	► Video File Type: <u>Supported file formats</u>		► Contact Us				
	► Video Maximum File Size: 4GB		► Download				
	► Video Length: Up to 240 minutes		Learn More *Most Popular				
	► Image Maximum File Size: 30MB		► Get Quote				
	► Recommended Resolution: At least 1080 x 1080px		Send Message				
	▶ Recommended Ratio: 1:1		► See Menu				
	Images that consist of more than 20% text may		► Shop Now				
	experience reduced delivery.		► Sign Up				
	► Aspect Ratio Tolerance: 3%		► 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	
Instagram now offers two types of carousel	Main Post Text: 125	Image File Type: jpg or png	► Reach	► Apply Now	
ads within stories. Native Stories Carousel	► Headline: 25	► Video File Type: <u>Supported file formats</u>	► Traffic	Book Now	
automatically displays up to 3 cards with	Link Description: 20	Recommended Resolution: 1080x1920	Conversions	► Call Now	
full-screen creative and can only be bought		▶ Ratio: 9:16	App Installs	Contact Us	
as a standalone Instagram Stories		Images/Videos that consist of more	Lead Generation	► Download	
placement.		than 20% text may experience reduced	► Video Views	Learn More *Most Popular	
		delivery.	Brand Awareness	► Get Quote	
Expandable Stories Carousel displays 1, 2, or		► Aspect Ratio Tolerance: 1%	Store Traffic	Send Message	
3 cards automatically but gives people the		Maximum Video Duration for		► See Menu	
option to tap "Keep Watching" to see the		Carousel Videos: 15 seconds		► Shop Now	
remaining cards for a total of 10 cards. The		Maximum Video Duration for		► Sign Up	
number of cards automatically displayed		Prompted Carousel Videos: 60 seconds		► Watch More	
before prompting viewers to keep watching		Maximum Video Duration: 120		► Listen Now	
is tailored for each viewer. This version can		seconds		► Subscribe	
be bought using automatic placements					
along with feed ads and only supports		NATIVE STORIES CAROUSEL			
creative with feed ratios.		Minimum Number of Cards: 2			
		▶ Maximum Number of Cards: 3			
Consider leaving roughly 14% (250 pixels) of					
the top and bottom of the image or video free		EXPANDABLE STORIES CAROUSEL			
from text and logos to avoid covering these		Maximum Number of Cards: 10			
key elements with the profile icon or call-to-					
action.					

EccaNova, LLC 525 Vine St. #631 Cincinnati, OH 45201 (866) 846-6682



7. INSTAGRAM FEED - SPECS

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



8. AUDIENCE NETWORK - SPECS

AUDIENCE NETWORK NATIVE, BANNER AND INTERSTITIAL					
Design Recommendations	Max Text Characters	Technical Requirements	Supported Objectives	Call to Action	
The Audience Network brings the power of	Main Post Text: 125	Minimum Number of Cards: 2	▶ Traffic	► Apply Now	
Facebook audience targeting to additional	► Headline: 40	Maximum Number of Cards: 10	Conversions	Book Now	
mobile experiences, giving marketers even	Link Description: 20	Image File Type: jpg or png	Catalog Sales	► Call Now	
more scale for their Facebook campaigns.		► Video File Type: <u>Supported file formats</u>	▶ Reach	Contact Us	
Choose Audience Network as a placement to		▶ Video Maximum File Size: 4GB	App Installs	Download	
allow your ads to appear when your audience		▶ Video Length: Up to 240 minutes		Learn More *Most Popular	
views approved Audience Network sites and		▶ Image Maximum File Size: 30MB		► Get Quote	
apps.		Recommended Resolution: At least		Send Message	
		1080 x 1080px		► See Menu	
The carousel format allows you to showcase		Recommended Ratio: 1:1		► Shop Now	
up to 10 images or videos within a single ad,		Images/videos that consist of more		► Sign Up	
each with its own link. With more creative		than 20% text may experience reduced		► Watch More	
space within an ad, you can highlight		delivery.		► Listen Now	
different products, showcase specific details				► Subscribe	
about one product, service or promotion, or				Send WhatsApp Message	
tell a story about your brand that develops					
across each carousel card.					



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	Main Post Text: 125	Minimum Number of Cards: 2	► Traffic	► Install Now		
up to 10 images or videos within a single ad,	► Headline: 40	Maximum Number of Cards: 10	Conversions	► Use App		
each with its own link. With more creative	Link Description: 20	Image File Type: jpg or png	Catalog Sales	Book Now		
space within an ad, you can highlight		Image Maximum File Size: 30MB	Messages	► Download		
different products, showcase specific details		Recommended Resolution: At least	App Installs	Learn More *Most Popular		
about one product, service or promotion, or		1080 x 1080px		▶ Play Game		
tell a story about your brand that develops		Recommended Ratio: 1:1		► Shop Now		
across each carousel card.		Images that consist of more than 20%		► Sign Up		
		text may experience reduced delivery.		► Subscribe		
		Aspect Ratio Tolerance: 1%				