



**EccaNova**



## **MEDIA SPECIFICATIONS**

*Facebook Image*

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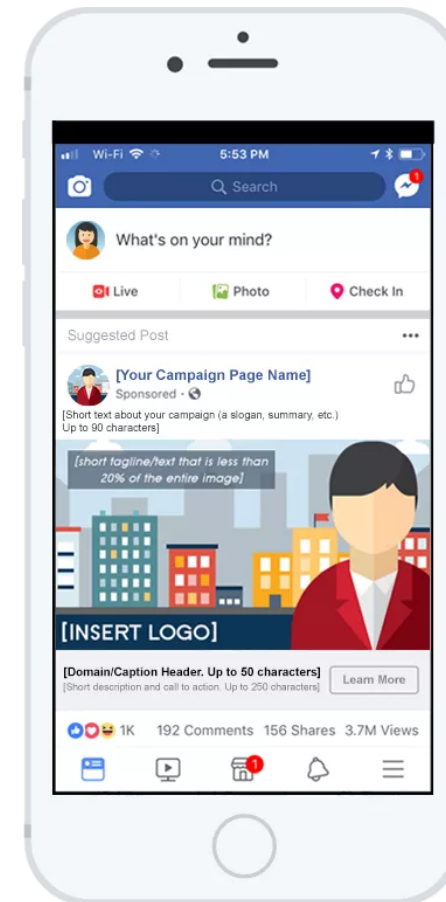
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## 1. FACEBOOK FEED - SPECS

FACEBOOK FEED				
Design Recommendations	Max Text Characters	Technical Requirements	Supported Objectives	Call to Action
<p><b>Remember less text is more.</b> Too much copy is distracting and can lead to your ad being shown to fewer people. Images that are uncluttered by text have greater impact, so stick to the most important details.</p> <p><b>Have a single focal point.</b> Ensure that you're only asking people to look at one thing. If you're trying to include too many things in one image, consider using carousel ads or video ads.</p>	<p>► <b>Main Post Text:</b> 125</p> <p><u>IMAGE AD WITH LINK:</u></p> <p>► <b>Headline:</b> 25</p> <p>► <b>Link Description:</b> 30</p>	<p>► <b>File Type:</b> jpg or png</p> <p>► <b>Image Ratio:</b> 1.91:1 to 4:5</p> <p>► <b>Recommended Resolution:</b> Upload the highest resolution image available that meets file size and ratio limits</p> <p>► Images that consist of more than 20% text may experience reduced delivery.</p> <p><u>IMAGE AD WITH LINK:</u></p> <p>► <b>Image Ratio:</b> 1.91:1 to 1:1</p> <p>► <b>Recommended Resolution:</b> At least 1080 x 1080px</p>	<p>► Traffic</p> <p>► Reach</p> <p>► Brand Awareness</p> <p>► Engagement</p> <p>► Page Likes</p> <p>► Event Response</p> <p>► App Installs</p> <p>► Lead Generation</p> <p>► Conversions</p> <p>► Catalog Sales</p> <p>► Store Visits</p> <p>► Messages</p>	<p>► Apply Now</p> <p>► Book Now</p> <p>► Call Now</p> <p>► Contact Us</p> <p>► Download</p> <p>► <b>Learn More</b> <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>
MIN & MAX TECHNICAL REQUIREMENTS - Desktop				
Image Aspect Ratio (no link)	Image Dimension (with link)	Image Aspect Ratio (with link)		
Min Aspect Ratio: 400 x 500	Min Width: 476 pixels Min Height: 249 pixels	Min Aspect Ratio: 100 x 100 Max Aspect Ratio: 191 x 100		
MIN & MAX TECHNICAL REQUIREMENTS - Mobile				
Image Aspect Ratio (no link)	Image Dimension (with link)	Image Aspect Ratio (with link)		
Min Aspect Ratio: 400 x 500	Min Width: 320 pixels	Min Aspect Ratio: 100 x 100 Max Aspect Ratio: 191 x 100		



## 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>► <b>Main Post Text:</b> 125</p> <p><u>IMAGE AD WITH LINK:</u></p> <p>► <b>Headline:</b> 25</p> <p>► <b>Link Description:</b> 30</p>	<p>► <b>File Type:</b> jpg or png</p> <p>► <b>Image Ratio:</b> 16:9 to 1:1</p> <p>► <b>Recommended Resolution:</b> Upload the highest resolution image available that meets file size and ratio limits</p> <p>► Images that consist of more than 20% text may experience reduced delivery.</p> <p><u>IMAGE AD WITH LINK:</u></p> <p>► <b>Recommended Resolution:</b> At least 1200 x 1200px</p>	<p>► Traffic</p> <p>► Conversions</p> <p>► Catalog Sales</p>	<p>► Apply Now</p> <p>► Book Now</p> <p>► Contact Us</p> <p>► Download</p> <p>► <b>Learn More</b> <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>► Donate Now</p>
MIN & MAX TECHNICAL REQUIREMENTS - Desktop				
Image Dimension (no link)	Image Aspect Ratio (no link)	Image Dimension (with link)	Image Aspect Ratio (with link)	
<p><b>Min Width:</b> 254 pixels</p> <p><b>Min Height:</b> 133 pixels</p>	<p>-</p> <p><b>Max Aspect Ratio:</b> 191x100</p>	<p><b>Min Width:</b> 254 pixels</p> <p><b>Min Height:</b> 133 pixels</p>	<p><b>Min Aspect Ratio:</b> 100 x 100</p> <p><b>Max Aspect Ratio:</b> 191 x 100</p>	



## 3. FACEBOOK INSTANT ARTICLES - SPECS

FACEBOOK INSTANT ARTICLES				
About	Max Text Characters	Technical Requirements	Supported Objectives	Call to Action
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.	<b><u>IMAGE AD WITH LINK:</u></b> ▶ <b>Headline:</b> 25 ▶ <b>Link Description:</b> 30	▶ <b>File Type:</b> jpg or png ▶ <b>Image Ratio:</b> 9:16 to 16:9 ▶ <b>Recommended Resolution:</b> Upload the highest resolution image available that meets file size and ratio limits ▶ Images that consist of more than 20% text may experience reduced delivery.  <b><u>IMAGE AD WITH LINK:</u></b> ▶ <b>Image Ratio:</b> Images cropped to 1:1 ▶ <b>Recommended Resolution:</b> At least 1200 x 1200px	▶ Reach ▶ Brand Awareness ▶ Traffic ▶ Engagement ▶ App Installs ▶ Lead Generation ▶ Conversions	▶ Apply Now ▶ Book Now ▶ Contact Us ▶ Download ▶ <b>Learn More</b> <i>*Most Popular</i> ▶ Get Quote ▶ Send Message ▶ See Menu ▶ Shop Now ▶ Sign Up ▶ Watch More ▶ Listen Now ▶ Subscribe ▶ Donate Now
MIN & MAX TECHNICAL REQUIREMENTS - Mobile				
Image Aspect Ratio				
<b>Min Aspect Ratio:</b> 191 x 100				



## 4. FACEBOOK MARKETPLACE - SPECS

FACEBOOK MARKETPLACE			
Max Text Characters	Technical Requirements	Supported Objectives	Call to Action
<p>► <b>Main Post Text:</b> 125</p> <p><u>IMAGE AD WITH LINK:</u></p> <p>► <b>Headline:</b> 25</p> <p>► <b>Link Description:</b> 30</p>	<p>► <b>File Type:</b> jpg or png</p> <p>► <b>Image Ratio:</b> 9:16 to 16:9</p> <p>► <b>Recommended Resolution:</b> Upload the highest resolution image available that meets file size and ratio limits</p> <p>► Images that consist of more than 20% text may experience reduced delivery.</p> <p><u>IMAGE AD WITH LINK:</u></p> <p>► <b>Image Ratio:</b> Images may be cropped to 1:1</p> <p>► <b>Recommended Resolution:</b> At least 1200 x 1200px</p>	<p>► Reach</p> <p>► Brand Awareness</p> <p>► Traffic</p> <p>► App Installs</p> <p>► Lead Generation</p> <p>► Conversions</p> <p>► Catalog Sales</p> <p>► Event Responses</p> <p>► Video Views</p> <p>► Store Traffic</p> <p>► Messages</p>	<p>► Apply Now</p> <p>► Book Now</p> <p>► Contact Us</p> <p>► Download</p> <p>► <b>Learn More</b> <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>► Get Offer</p>



## 5. FACEBOOK STORIES - SPECS

FACEBOOK STORIES			
Design Recommendations	Technical Requirements	Supported Objectives	Call to Action
<p>These full screen vertical ads appear between user Stories. Photo Stories are visible for 5 seconds or until the user swipes out of the story.</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 profile icon or call-to-action. This means, if your video is 1080x1920, ensure key elements appear within a 1080x1420 title-safe area.</p>	<p>► <b>File Type:</b> jpg or png</p> <p>► <b>Image Ratio:</b> 1.91 to 9:16</p> <p>► <b>Recommended Resolution:</b> Upload the highest resolution image available that meets file size and ratio limits</p> <p>► Images that consist of more than 20% text may experience reduced delivery.</p>	<p>► Traffic</p> <p>► Conversions</p> <p>► Reach</p> <p>► Brand Awareness</p> <p>► App Installs</p> <p>► Lead Generation</p> <p>► Store Traffic</p>	<p>► Apply Now</p> <p>► Book Now</p> <p>► Contact Us</p> <p>► Download</p> <p>► <b>Learn More</b> <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>► Listen Now</p> <p>► Subscribe</p> <p>► Donate Now</p>
MIN & MAX TECHNICAL REQUIREMENTS - Mobile			
Image Dimension	Image Aspect Ratio	Aspect Ratio Tolerance	
Min Width: 500px	Min Aspect Ratio: 90x160	0.01	
-	Max Aspect Ratio: 191 x 100	-	



## 6. FACEBOOK SEARCH RESULTS - SPECS

FACEBOOK SEARCH RESULTS			
Max Text Characters	Technical Requirements	Supported Objectives	Call to Action
<p>► <b>Main Post Text:</b> 125</p> <p><u>IMAGE AD WITH LINK:</u></p> <p>► <b>Headline:</b> 25</p> <p>► <b>Link Description:</b> 30</p>	<p>► <b>File Type:</b> jpg or png</p> <p>► <b>Image Ratio:</b> 1.91:1</p> <p>► <b>Recommended Resolution:</b> Upload the highest resolution image available that meets file size and ratio limits</p> <p>► Images that consist of more than 20% text may experience reduced delivery.</p> <p><u>IMAGE AD WITH LINK:</u></p> <p>► <b>Image Ratio:</b> 1.91:1</p> <p>► <b>Recommended Resolution:</b> At least 1080 x 1080px</p>	<p>► Traffic</p> <p>► Conversions</p> <p>► Catalog Sales</p>	<p>► Apply Now</p> <p>► Book Now</p> <p>► Contact Us</p> <p>► Download</p> <p>► <b>Learn More</b> <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>► Play Game</p> <p>► Listen Now</p> <p>► Subscribe</p> <p>► Donate Now</p>
MIN & MAX TECHNICAL REQUIREMENTS			
Image Dimension	Aspect Ratio Tolerance		
Min Width: 600px	3%		
Min Height: 600px	-		





## 7. INSTAGRAM STORIES - SPECS

INSTAGRAM STORIES			
Design Recommendations	Technical Requirements	Supported Objectives	Call to Action
<p>These full screen vertical ads appear between Instagram user stories. Photo stories are visible for 5 seconds or until the user swipes out of the story.</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 profile icon or call-to-action. This means, if your image is 1080x1920, ensure key elements appear within a 1080x1420 title-safe area.</p>	<ul style="list-style-type: none"> <li>▶ <b>File Type:</b> jpg or png</li> <li>▶ <b>Image Ratios:</b> 9:16 and 16:9 to 4:5</li> <li>▶ <b>Recommended Resolution:</b> Upload the highest resolution image available that meets file size and ratio limits</li> <li>▶ Images that consist of more than 20% text may experience reduced delivery.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Reach</li> <li>▶ Brand Awareness</li> <li>▶ Traffic</li> <li>▶ Store Traffic</li> <li>▶ App Installs</li> <li>▶ Lead Generation</li> <li>▶ Conversions</li> </ul>	<ul style="list-style-type: none"> <li>▶ Apply Now</li> <li>▶ Book Now</li> <li>▶ Contact Us</li> <li>▶ Download</li> <li>▶ <b>Learn More</b> <i>*Most Popular</i></li> <li>▶ Get Quote</li> <li>▶ Send Message</li> <li>▶ See Menu</li> <li>▶ Shop Now</li> <li>▶ Sign Up</li> <li>▶ Watch More</li> <li>▶ Listen Now</li> <li>▶ Subscribe</li> <li>▶ Donate Now</li> </ul>
MIN & MAX TECHNICAL REQUIREMENTS - Mobile			
Image Dimension	Image Aspect Ratio	Aspect Ratio Tolerance	
Min Width: 500px	-	0.01	
-	Max Aspect Ratio: 90x160	-	



## 8. INSTAGRAM FEED - SPECS

INSTAGRAM FEED				
About	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>► <b>Main Post Text:</b> Two rows of text will display.</p>	<p>► <b>File Type:</b> jpg or png</p> <p>► <b>Recommended Resolution:</b> Upload the highest resolution image available that meets file size and ratio limits.</p> <p>► Images that consist of more than 20% text may experience reduced delivery.</p>	<p>► Reach</p> <p>► Conversions</p> <p>► Traffic</p> <p>► Lead Generation</p> <p>► Brand Awareness</p> <p>► Engagement</p> <p>► Catalog Sales</p> <p>► Store Traffic</p> <p>► App Installs</p> <p>► Messages</p>	<p>► Apply Now</p> <p>► Book Now</p> <p>► Contact Us</p> <p>► Download</p> <p>► <b>Learn More</b> <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>► Donate Now</p>
MIN & MAX TECHNICAL REQUIREMENTS - Mobile				
Image Dimension	Image Aspect Ratio	Aspect Ratio Tolerance		
Min Width: 500px	Min Aspect Ratio: 400x500	0.01		
-	Max Aspect Ratio: 191 x 100	-		



## 9. INSTAGRAM EXPLORE - SPECS

INSTAGRAM EXPLORE				
About	Max Text Characters	Technical Requirements	Supported Objectives	Call to Action
Your Ads in Explore will appear on Instagram in the same format as your ads in Instagram Feed.	<p>► <b>Main Post Text:</b> Two rows of text will display.</p>	<p>► <b>File Type:</b> jpg or png</p> <p>► <b>Recommended Resolution:</b> Upload the highest resolution image available that meets file size and ratio limits.</p> <p>► Images that consist of more than 20% text may experience reduced delivery.</p>	<p>► Reach</p> <p>► Conversions</p> <p>► Traffic</p> <p>► Lead Generation</p> <p>► Brand Awareness</p> <p>► Engagement</p> <p>► Catalog Sales</p> <p>► Store Traffic</p> <p>► App Installs</p> <p>► Messages</p>	<p>► Apply Now</p> <p>► Book Now</p> <p>► Contact Us</p> <p>► Download</p> <p>► <b>Learn More</b> <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>► Donate Now</p>
MIN & MAX TECHNICAL REQUIREMENTS - Mobile				
Image Dimension	Image Aspect Ratio	Aspect Ratio Tolerance		
Min Width: 500px	Min Aspect Ratio: 400x500	0.01		
-	Max Aspect Ratio: 191 x 100	-		



## 10. 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.</p> <p>Choose Audience Network as a placement to allow your ads to appear when your audience views approved Audience Network sites and apps.</p>	<p>► <b>Main Post Text:</b> 125</p> <p>► <b>Headline:</b> 25</p> <p>► <b>Link Description:</b> 30</p>	<p>► <b>File Type:</b> jpg or png</p> <p>► <b>Image Ratio:</b> 16:9 to 9:16 (full-screen vertical), 9:16 recommended</p> <p>► <b>Recommended Resolution:</b> At least 398 x 208px</p> <p>► Images that consist of more than 20% text may experience reduced delivery.</p> <p><u><b>IMAGE AD WITH LINK:</b></u></p> <p>► <b>Image Ratio:</b> Images may be cropped to 1:1</p> <p>► <b>Recommended Resolution:</b> At least 1200 x 1200px</p>	<p>► Reach</p> <p>► Traffic</p> <p>► App Installs</p> <p>► Catalog Sales</p> <p>► Conversions</p>	<p>► Apply Now</p> <p>► Book Now</p> <p>► Contact Us</p> <p>► Download</p> <p>► <b>Learn More</b> <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>► Donate Now</p>
MIN & MAX TECHNICAL REQUIREMENTS				
Image Dimension	Image Aspect Ratio			
<b>Min Width:</b> 398px	<b>Min Aspect Ratio:</b> 90 x 160			
<b>Min Height:</b> 208px	<b>Max Aspect Ratio:</b> 191 x 100			



## 11. SPONSORED MESSAGE - SPECS

SPONSORED MESSAGE				
Design Recommendations	Max Text Characters	Technical Requirements	Supported Objectives	Call to Action
<p>Sponsored Messages are targeted, in-context ads to re-engage people who have an existing conversation with your organization. Sponsored Messages can only target people you have an existing connection with in Messenger.</p> <p>Selecting Sponsored Messages with turn off all the other placements</p>	<p>► <b>Main Post Text:</b> 125</p> <p><u>IMAGE AD WITH LINK:</u></p> <p>► <b>Headline:</b> 25</p> <p>► <b>Link Description:</b> 30</p>	<p>► <b>File Type:</b> jpg or png</p> <p>► <b>Image Ratio:</b> 9:16 to 16:9</p> <p>► <b>Recommended Resolution:</b> Upload the highest resolution image available that meets file size and ratio limits.</p> <p>► Images that consist of more than 20% text may experience reduced delivery.</p> <p><u>IMAGE AD WITH LINK:</u></p> <p>► <b>Image Ratio:</b> Images cropped to 1.91:1</p> <p>► <b>Recommended Resolution:</b> At least 1200 x 628px</p>	<p>► Traffic</p> <p>► Conversions</p> <p>► Messages</p>	<p>► Apply Now</p> <p>► Book Now</p> <p>► Contact Us</p> <p>► Download</p> <p>► <b>Learn More</b> <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>► Listen Now</p> <p>► Subscribe</p> <p>► Donate Now</p>



## 12. MESSENGER INBOX - SPECS

MESSENGER INBOX				
About	Max Text Characters	Technical Requirements	Supported Objectives	Call to Action
<p>Selecting the Messenger Home placement will allow members of your audience to see your ad within the Messenger app home screen.</p>	<p>► <b>Main Post Text:</b> 125</p>	<p>► <b>File Type:</b> jpg or png</p> <p>► <b>Image Ratio:</b> 16:9 to 1:1</p> <p>► <b>Recommended Resolution:</b> Upload the highest resolution image available that meets file size and ratio limits.</p> <p>► Images that consist of more than 20% text may experience reduced delivery.</p>	<p>► Traffic</p> <p>► App Installs</p> <p>► Messages</p> <p>► Conversions</p> <p>► Catalog Sales</p>	<p>► Install Now</p> <p>► Use App</p> <p>► Book Now</p> <p>► Download</p> <p>► <b>Learn More</b> <i>*Most Popular</i></p> <p>► Play Game</p> <p>► Shop Now</p> <p>► Sign Up</p> <p>► Subscribe</p>
MIN & MAX TECHNICAL REQUIREMENTS - Mobile				
Image Dimension				
<p><b>Min Width:</b> 254px</p> <p><b>Min Height:</b> 133px</p>				



## 13. MESSENGER STORIES - SPECS

MESSENGER STORIES			
Design Recommendations	Technical Requirements	Supported Objectives	Call to Action
<p>These full screen vertical ads appear between user Stories. Photo Stories are visible for 5 seconds or until the user swipes out of the story.</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 profile icon or call-to-action. This means, if your image is 1080x1920, ensure key elements appear within a 1080x1420 title-safe area.</p>	<ul style="list-style-type: none"> <li>► <b>File Type:</b> jpg or png</li> <li>► <b>Image Ratio:</b> 1.91:1 to 9:16</li> <li>► <b>Recommended Resolution:</b> At least 398 x 208px</li> <li>► Images that consist of more than 20% text may experience reduced delivery.</li> </ul>	<ul style="list-style-type: none"> <li>► Reach</li> <li>► Brand Awareness</li> <li>► Traffic</li> <li>► App Installs</li> <li>► Conversions</li> </ul>	<ul style="list-style-type: none"> <li>► Install Now</li> <li>► Use App</li> <li>► Book Now</li> <li>► Download</li> <li>► <b>Learn More</b> <i>*Most Popular</i></li> <li>► Listen Now</li> <li>► Play Game</li> <li>► Shop Now</li> <li>► Sign Up</li> <li>► Subscribe</li> </ul>
MIN & MAX TECHNICAL REQUIREMENTS - Mobile			
Image Dimension	Image Aspect Ratio	Aspect Ratio Tolerance	
Min Width: 500px	Min Aspect Ratio: 90 x 160	0.01	
-	Max Aspect Ratio: 191 x 100	-	