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MEDIA SPECIFICATIONS

Facebook Image

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MEDIA SPECIFICATIONS



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1. FACEBOOK FEED - SPECS

Design Recommendations	Max Text Characters	Technical Requirements	Supported Objectives	Call to Action
Remember less text is more.	▶ Main Post Text: 125	► File Type: jpg or png	► Traffic	Apply Now
Too much copy is distracting and		► Image Ratio: 1.91:1 to 4:5	▶ Reach	Book Now
can lead to your ad being shown to	IMAGE AD WITH LINK:	Recommended Resolution:	Brand Awareness	► Call Now
ewer people. Images that are	► Headline: 25	Upload the highest resolution image	▶ Engagement	Contact Us
Incluttered by text have greater	Link Description: 30	available that meets file size and	▶ Page Likes	Download
mpact, so stick to the most		ratio limits	 Event Response 	► Learn More *Most Popular
mportant details.		Images that consist of more than	► App Installs	► Get Quote
		20% text may experience reduced	Lead Generation	Send Message
Have a single focal point.		delivery.	Conversions	▶ See Menu
Ensure that you're only asking			Catalog Sales	Shop Now
people to look at one thing. If you're		IMAGE AD WITH LINK:	Store Visits	▶ Sign Up
trying to include too many things		▶ Image Ratio: 1.91:1 to 1:1	Messages	Watch More
n one image, consider		Recommended Resolution: At		Listen Now
using carousel ads or video ads.		least 1080 x 1080px		► Subscribe
MIN & MAX TECHNICAL REQU	IREMENTS - Desktop			
Image Aspect Ratio (no link)	Image Dimension (with link)	Image Aspect Ratio (with link)		
Min Aspect Ratio: 400 × 500	Min Width: 476 pixels	Min Aspect Ratio: 100 × 100		
	Min Height: 249 pixels	Max Aspect Ratio: 191 x 100		
MIN & MAX TECHNICAL REQU	IREMENTS - 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 × 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
Right Column ads are a desktop	► Main Post Text: 125	► File Type: jpg or png	► Traffic	► Apply Now
only format. These ads most		▶ Image Ratio: 16:9 to 1:1	► Conversions	Book Now
commonly appear in the right	IMAGE AD WITH LINK:	Recommended Resolution:	Catalog Sales	► Contact Us
hand column of Facebook pages,	► Headline: 25	Upload the highest resolution		► Download
but they may appear in other	Link Description: 30	image available that meets file		Learn More *Most Popular
areas of the site.		size and ratio limits		► Get Quote
		Images that consist of more		Send Message
		than 20% text may experience		► See Menu
		reduced delivery.		► Shop Now
				► Sign Up
		IMAGE AD WITH LINK:		► Watch More
		Recommended Resolution: At		► Listen Now
		least 1200 x 1200px		► Subscribe
				► Donate Now
MIN & MAX TECHNICAL REQ	UIREMENTS - Desktop			
Image Dimension (no link)	Image Aspect Ratio (no link)	Image Dimension (with link)	Image Aspect Ratio (with link)	
Min Width: 254 pixels	-	Min Width: 254 pixels	Min Aspect Ratio: 100 × 100	
Min Height: 133 pixels	Max Aspect Ratio: 191x100	Min Height: 133 pixels	Max Aspect Ratio: 191 x 100	



3. FACEBOOK INSTANT ARTICLES - SPECS

FACEBOOK INSTANT ARTICLES				
About	Max Text Characters	Technical Requirements	Supported Objectives	Call to Action
Instant Articles is a mobile	IMAGE AD WITH LINK:	File Type: jpg or png	▶ Reach	► Apply Now
optimized format that enables	► Headline: 25	▶ Image Ratio: 9:16 to 16:9	Brand Awareness	Book Now
publishers to distribute fast-	Link Description: 30	Recommended Resolution:	► Traffic	► Contact Us
loading interactive articles to		Upload the highest resolution image	▶ Engagement	► Download
Facebook's app. Approved		available that meets file size and	App Installs	Learn More *Most Popular
publishers may choose to place		ratio limits	Lead Generation	► Get Quote
ads within their Instant Articles.		Images that consist of more than	 Conversions 	► Send Message
Selecting Instant Articles as a		20% text may experience reduced		► See Menu
placement will allow your ad to		delivery.		► Shop Now
appear when people from your				► Sign Up
audience view these articles.		IMAGE AD WITH LINK:		► Watch More
		Image Ratio: Images cropped to 1:1		► Listen Now
		Recommended Resolution: At least		► Subscribe
		1200 x 1200px		Donate Now
MIN & MAX TECHNICAL REQUIREMENTS - Mobile				
Image Aspect Ratio				
Min Aspect Ratio: 191 x 100				



4. FACEBOOK MARKETPLACE - SPECS

FACEBOOK MARKETPLACE			
Max Text Characters	Technical Requirements	Supported Objectives	Call to Action
Max Text Characters Main Post Text: 125 <u>IMAGE AD WITH LINK:</u> Headline: 25 Link Description: 30	 File Type: jpg or png Image Ratio: 9:16 to 16:9 Recommended Resolution: 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. IMAGE AD WITH LINK: 	 Reach Brand Awareness Traffic 	 Apply Now Book Now Contact Us Download Learn More *Most Popular Get Quote Send Message See Menu Shop Now
	 Image Ratio: Images may be cropped to 1:1 Recommended Resolution: At least 1200 x 1200px 	 Store Traffic Messages 	 Sign Up Watch More Listen Now Subscribe Get Offer



5. FACEBOOK STORIES - SPECS

FACEBOOK STORIES					
Design Recommendations	Technical Requirements	Supported Objectives	Call to Action		
These full screen vertical ads appear	File Type: jpg or png	► Traffic	► Apply Now		
between user Stories. Photo Stories are	▶ Image Ratio: 1.91 to 9:16	► Conversions	Book Now		
visible for 5 seconds or until the user	Recommended Resolution:	▶ Reach	► Contact Us		
swipes out of the story.	Upload the highest resolution image available	Brand Awareness	► Download		
	that meets file size and ratio limits	► App Installs	► Learn More *Most Popular		
Consider leaving roughly 14% (250 pixels)	Images that consist of more than 20% text	► Lead Generation	► Get Quote		
of the top and bottom of the image free	may experience reduced delivery.	▶ Store Traffic	► Send Message		
from text and logos to avoid covering			► See Menu		
these key elements with the profile icon or			► Shop Now		
call-to-action. This means, if your video is			▶ Sign Up		
1080x1920, ensure key elements appear			► Listen Now		
within a 1080x1420 title-safe area.			▶ Subscribe		
			Donate Now		
MIN & MAX TECHNICAL REQUIREME	NTS - Mobile		l 		
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			
► Main Post Text: 125	File Type: jpg or png	▶ Traffic	► Apply Now			
	Image Ratio: 1.91:1	► Conversions	► Book Now			
IMAGE AD WITH LINK:	Recommended Resolution:	► Catalog Sales	► Contact Us			
► Headline: 25	Upload the highest resolution image available		► Download			
Link Description: 30	that meets file size and ratio limits		Learn More *Most Popular			
	Images that consist of more than 20% text		► Get Quote			
	may experience reduced delivery.		► Send Message			
			► See Menu			
	IMAGE AD WITH LINK:		► Shop Now			
	▶ Image Ratio: 1.91:1		► Sign Up			
	Recommended Resolution: At least 1080 x		► Play Game			
	1080px		► Listen Now			
			► Subscribe			
			► Donate Now			
MIN & MAX TECHNICAL REQUIREME	ENTS					
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			
These full screen vertical ads appear	File Type: jpg or png	▶ Reach	► Apply Now			
between Instagram user stories. Photo	Image Ratios: 9:16 and 16:9 to 4:5	Brand Awareness	► Book Now			
stories are visible for 5 seconds or until	Recommended Resolution: Upload the	▶ Traffic	► Contact Us			
the user swipes out of the story.	highest resolution image available that meets	 Store Traffic 	► Download			
	file size and ratio limits	► App Installs	Learn More *Most Popular			
Consider leaving roughly 14% (250 pixels)	Images that consist of more than 20% text	Lead Generation	► Get Quote			
of the top and bottom of the image free	may experience reduced delivery.	▶ Conversions	▶ Send Message			
from text and logos to avoid covering			► See Menu			
these key elements with the profile icon or			► Shop Now			
call-to-action. This means, if your image is			► Sign Up			
1080x1920, ensure key elements appear			► Watch More			
within a 1080x1420 title-safe area.			► Listen Now			
			► Subscribe			
			► Donate Now			
MIN & MAX TECHNICAL REQUIREME	NTS - Mobile					
Image Dimension	Image Aspect Ratio	Aspect Ratio Tolerance				
Min Width: 500px	-	0.01				
-	Max Aspect Ratio: 90x160	-				



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8. INSTAGRAM FEED - SPECS

INSTAGRAM FEED				
About	Max Text Characters	Technical Requirements	Supported Objectives	Call to Action
Selecting the Instagram Feed	► Main Post Text: Two rows of text	▶ File Type: jpg or png	▶ Reach	► Apply Now
placement will allow members of	will display.	Recommended Resolution: Upload	 Conversions 	Book Now
your audience to see your ad		the highest resolution image	▶ Traffic	► Contact Us
within their Instagram app feed.		available that meets file size and	 Lead Generation 	Download
		ratio limits.	Brand Awareness	Learn More *Most Popular
		Images that consist of more than	▶ Engagement	► Get Quote
		20% text may experience reduced	Catalog Sales	Send Message
		delivery.	 Store Traffic 	► See Menu
			► App Installs	► Shop Now
			Messages	► Sign Up
				Watch More
				► Listen Now
				► Subscribe
				Donate Now
MIN & MAX TECHNICAL REQU	JIREMENTS - 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 with appear	► Main Post Text: Two rows of text	▶ File Type: jpg or png	▶ Reach	► Apply Now
on Instagram in the same format	will display.	Recommended Resolution:	► Conversions	Book Now
as your ads in Instagram Feed.		Upload the highest resolution image	► Traffic	► Contact Us
		available that meets file size and	Lead Generation	► Download
		ratio limits.	Brand Awareness	► Learn More *Most Popular
		Images that consist of more than	► Engagement	► Get Quote
		20% text may experience reduced	Catalog Sales	Send Message
		delivery.	Store Traffic	► See Menu
			► App Installs	► Shop Now
			► Messages	► Sign Up
				► Watch More
				► Listen Now
				► Subscribe
				Donate Now
MIN & MAX TECHNICAL REQU	JIREMENTS - Mobile			
Image Dimension	Image Aspect Ratio	Aspect Ratio Tolerance		
Min Width: 500px	Min Aspect Ratio: 400x500	0.01		
-	Max Aspect Ratio: 191 x 100	-		

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10. 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	Main Post Text: 125	► File Type: jpg or png	▶ Reach	► Apply Now
power of Facebook audience	► Headline: 25	Image Ratio: 16:9 to 9:16 (full-	▶ Traffic	Book Now
targeting to additional mobile	Link Description: 30	screen vertical), 9:16 recommended	App Installs	► Contact Us
experiences, giving marketers		► Recommended Resolution: At least	 Catalog Sales 	Download
even more scale for their		398 x 208px	 Conversions 	Learn More *Most Popular
Facebook campaigns.		Images that consist of more than		► Get Quote
		20% text may experience reduced		Send Message
Choose Audience Network as a		delivery.		► See Menu
placement to allow your ads to				► Shop Now
appear when your audience views		IMAGE AD WITH LINK:		► Sign Up
approved Audience Network sites		Image Ratio: Images may be		Watch More
and apps.		cropped to 1:1		Listen Now
		Recommended Resolution: At least		► Subscribe
		1200 x 1200px		Donate Now
MIN & MAX TECHNICAL REQU	JIREMENTS			
Image Dimension	Image Aspect Ratio			
Min Width: 398px	Min Aspect Ratio: 90 x 160			
Min Height: 208px	Max Aspect Ratio: 191 x 100			



11. SPONSORED MESSAGE - SPECS

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



12. MESSENGER INBOX - SPECS

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



13. MESSENGER STORIES - SPECS

MESSENGER STORIES			
Design Recommendations	Technical Requirements	Supported Objectives	Call to Action
These full screen vertical ads appear	► File Type: jpg or png	▶ Reach	► Install Now
between user Stories. Photo Stories are	▶ Image Ratio: 1.91:1 to 9:16	Brand Awareness	► Use App
visible for 5 seconds or until the user	► Recommended Resolution: At least 398 x	► Traffic	► Book Now
swipes out of the story.	208px	► App Installs	► Download
	▶ Images that consist of more than 20% text	► Conversions	► Learn More *Most Popular
Consider leaving roughly 14% (250 pixels)	may experience reduced delivery.		► Listen Now
of the top and bottom of the image free			▶ Play Game
from text and logos to avoid covering			► Shop Now
these key elements with the profile icon or			► Sign Up
call-to-action. This means, if your image is			▶ Subscribe
1080x1920, ensure key elements appear			
within a 1080x1420 title-safe area.			
MIN & MAX TECHNICAL REQUIREMENTS - Mobile			
Image Dimension	Image Aspect Ratio	Aspect Ratio Tolerance	
Min Width: 500px	Min Aspect Ratio: 90 × 160	0.01	
-	Max Aspect Ratio: 191 x 100	-	