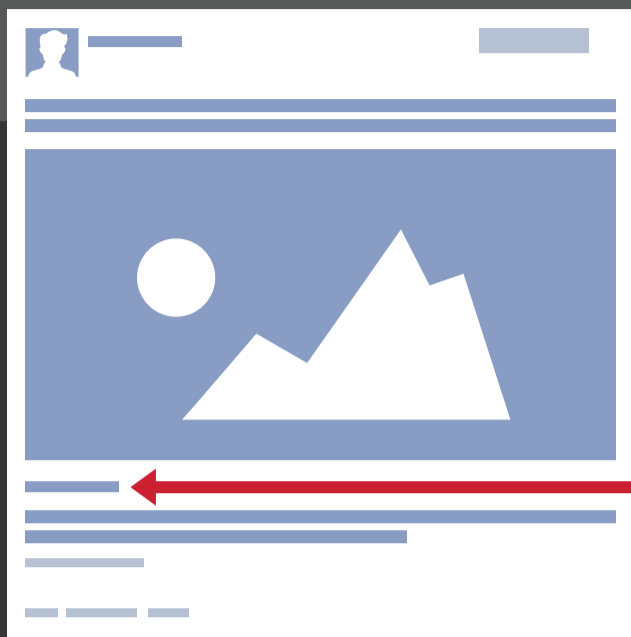


Facebook Ad Specs

Cheat Sheet

Image Ads



Text
125 Characters

Headline
25 Characters

Link Description
30 Characters

Image type
.jpg, .png

Image resolution
min 1200x628

Images cropped with link
1.91:1

Image text limit
less than 20%

Image ratio
9:16 to 16:9

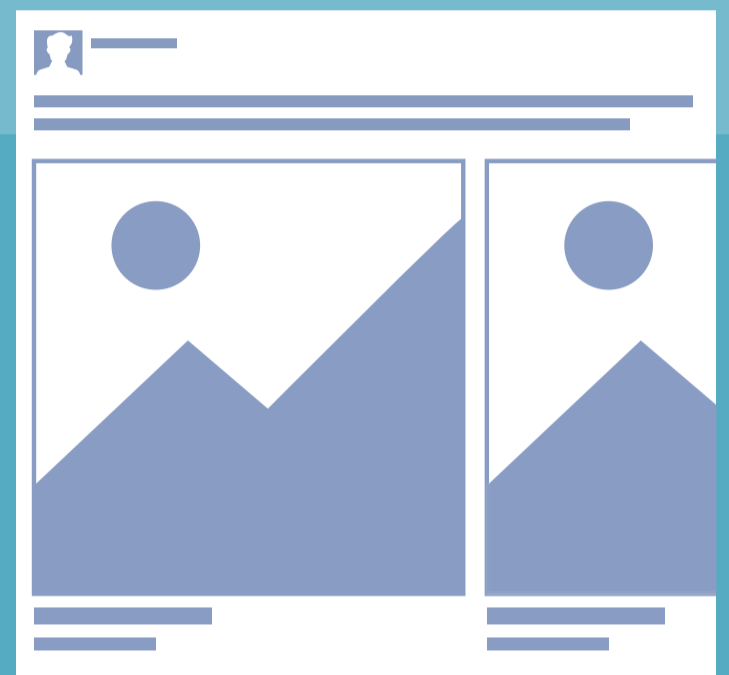
Carousel Ads

Image resolution min 1080x1080	Video size max 4GB	Image type .jpg, .png
Image text limit less than 20%	Image ratio 1:1	Video type MP4, MOV
Number of cards min 2, max 10	Video length up to 240 min.	

Text
125 Characters

Headline
40 Characters

Link Description
20 Characters



Text
125 Characters

Headline
25 Characters

Link Description
25 Characters

Video Ads

Video file size
max 4GB

Video thumbnail text limit
less than 20%

Video ratio
9:16 to 16:9

Video captions
recommended, optional

Video type
MP4, MOV

Video sound
recommended, optional

Collection Ads

Type
cover image or video

Text
90 Characters

Headline
25 Characters

