

Ad Specs

PHOTO ADS

f
FILE TYPE
.png or .jpg

DIMENSIONS
Recommended aspect ratio: 1:1
1080 pixels (max width) x 1920 pixels (max height)

CAPTIONS
Text: 90 characters
Images may not include more than 20% text.

i
FILE SIZE
Maximum 30MB per image

FILE TYPE
.png or jpg

DIMENSIONS
Recommended aspect ratio: 1.91-1:1
Minimum 600 x 600 pixels
Maximum 1936 x 1936 pixels

CAPTIONS
Text: Maximum 2200 characters
125 characters recommended

CAROUSEL

f
FILE SIZE
Maximum 30MB per image

i
FILE SIZE
Maximum 30MB per image

FILE TYPE
.png or .jpg

FILE TYPE
.png or .jpg

DIMENSIONS
Recommended aspect ratio: 1:1
Minimum 600 x 600 pixels
Maximum 1936 x 1936 pixels

DIMENSIONS
Recommended aspect ratio: 1:1
Minimum 600 x 600 pixels
Maximum 1936 x 1936 pixels

CAPTIONS
Text: 90 characters
Headline: 40 characters
Link description: 20 characters
Thumbnail Images may not include more than 20% text.

CAPTIONS
Text: Maximum 2200 characters
125 characters recommended

CAROUSEL WITH VIDEO

f
FILE SIZE
Up to 4GB max

FORMAT
Recommended format: .mp4 or .mov

DIMENSIONS
Recommended aspect ratio: 1.33:1 / 4:3 / SDTV, 1.375:1 / film, 1.77:1 / 16.9 / HDTV, 1.85:1 / Film, 2:39:1 or 2:40:1 / Widescreen, no pillarboxing or letterboxing

CAPTIONS
Text: 90 characters
Headline: 25 characters

VIDEO LENGTH
Maximum 120 mins

ALLOWED CODECS
Video: H.264 video compression, high profile preferred, square pixels, fixed frame rate, progressive scan
Audio: AAC audio compression, 128kbps preferred
Frames: Maximum 30fps

VIDEO ADS

f
FILE SIZE
Up to 4GB

FORMAT
.mp4

DIMENSIONS
Recommended aspect ratio: 1.33:1 / 4:3 / SDTV, 1.375:1 / film, 1.77:1 / 16.9 / HDTV, 1.85:1 / Film, 2:39:1 or 2:40:1 / Widescreen, no pillarboxing or letterboxing

CAPTION
Text: Maximum: 2200 characters
Recommend: 90 characters
Headline: 40 characters
Link description: 20 characters
Images may not include more than 20% text.

VIDEO LENGTH
Maximum 120 mins

ALLOWED CODECS
Video: H.264
Audio: AAC
Frames: Maximum 30fps

LINK ADS

f
DIMENSIONS
Recommended aspect ratio: 1.9:1
Recommended image size: 1200 x 628 pixels

CAPTIONS
Text: 90 characters
Headline: 25 characters
News Feed description: 30 characters
Images may not include more than 20% text.

SLIDESHOW

f **i**
DIMENSIONS
Recommended aspect ratio: 16:9 (max 4:3) or 1:1. Images of same size and aspect ratio are recommended to avoid cropping.
Recommended image size: 1280 x 720 pixels

CAPTIONS
Text: 90 characters
Headline: 25 characters
News Feed description: 30 characters
Images may not include more than 20% text.

360 VIDEO

f
FILE SIZE
Maximum 1.75GB

FORMAT
.mp4

DIMENSIONS
Recommended aspect ratio: 2:1 As high as possible with maximum 4K input (4096 x 2048 pixels)

DEPTH
Mono

VIDEO LENGTH
Maximum 10 mins

ALLOWED CODECS
Video: H.264
Audio: MP3 or AAC
Frames: Maximum 30fps

LEAD ADS

f
Call To Action (Optional)

- Apply Now
- Download
- Get Quote
- Learn more
- Sign up
- Subscribe

DIMENSIONS
Recommended aspect ratio: 1.9:1
Recommended image size: 1200 x 628 pixels

CAPTIONS
Text: 90 characters
Headline: 25 characters
News Feed description: 30 characters
Images may not include more than 20% text.

CANVAS

f
Canvas offers different components that can be combined in different configurations. Canvas is only available on mobile. You can view a full overview of Canvas at [canvas.facebook.com](https://www.facebook.com/canvas).

Canvas is an experience that is accessed by first clicking on a mobile ad unit and then the user is taken to a Canvas experience

LINK AD

DIMENSIONS
Image ratio: 1.9:1
Recommended image size: 1200 x 628 pixels

CAPTIONS
Text: 90 characters
Headline: 25 characters
News Feed description: 30 characters
Images may not include more than 20% text

HEADER

DIMENSIONS
66 (maximum height) x 882 pixels (maximum width)

FILE TYPE
transparent.png
Headers remain pinned at the top of the screen. If you don't want this behaviour, you can use an image or text element instead of a header.

VIDEO

Videos will be set to autoplay with sound on, to loop and can also be set to appear full frame and will gently snap into place. Use a video to emulate an animated gif

DIMENSIONS
Minimum resolution of 720p
Full screen aspect ratio: 1.78:1; 750 x 1334 pixels
Video will resize for landscape and play just the video pack in the pillar box

FILE TYPE
Recommended format: .mp4 or .mov
Portrait orientation is recommended
Each Canvas can support 1 or more videos

VIDEO LENGTH
The total of all videos must be 2 minutes or less

PHOTOS

FILE TYPE
Recommended format: .jpg or .png
Up to 20 photos can be used in a Canvas

DIMENSIONS
Image ratio: Images use the full width of the screen by default.
Full-width image is 1080 pixels, but you can use wider images if you select the “fit to height (tilt to pan)” display option. A full-height image is 1920 pixels, but you can use a taller image if you select the “fit to width (tap to expand)” display option
‘Fit to width’ ensures the image is full width and allows for variable height
‘Fit to height’ forces the image to fill the screen top to bottom. If the image bleeds off the left and right edges, the image will have the ‘Tilt-to-pan’ behavior.

TILT-TO-PAN
Allows a user to tilt the phone to the left or right to reveal more of the image. Select the ‘Fit-to-height’ option in the Photo component of the Create Tool

DIMENSIONS
While the image can scale up to 5x the width of the screen (5400px), we recommend 3x (3240px) for performance and usability
The image is 100% of the screen height (1920px)
Image starts centered

CAROUSEL

Images in carousels use the full width of the screen by default. They must also maintain the same dimensions from image to image
Max 10 images per carousel
Images can be full or partial height but all images should be the same size.

FILE TYPE
.png or .jpg
IO images per carousel max
Pagination dots always appear along the bottom edge of the image. A light gray gradient appears at the bottom edge of the carousel images to provide contract for the pagination dots

DIMENSIONS
1080 pixels (maximum width) x 1920 pixels (maximum height)

PRODUCT SET

Advertisers must have uploaded a product catalogue to use this Canvas component. The unified pixel needs to be set up correctly as Canvas dynamically displays the best-performing products. Currently, advertisers cannot choose the order in which items appear.

Up to 40 products can be displayed

TEXT

Canvas units can have multiple blocks of text up to 500 words each. The text will be displayed against a background color set by the theme (white, dark gray).

FONT
Font face: Serif, Sans-serif
Font size: 6 point up to 72 point
Font color: #RRGGBB
Alignment: Left, Center, Right
Font style: Bold, Italic, Underline (applies to whole block not individual words)

BUTTON

Use a header bar to introduce people to your brand and the Canvas experience. A few things to keep in mind:

Brand Logo (transparent png, max dimensions 66 x 180 pixel @3x)
Headers remain pinned at the top of the screen. If you don't want this behaviour, use an image or text element instead

DIMENSIONS
48 x 48 pixels of padding above and below

CAPTIONS
30 character limit