

# Facebook & Instagram Specifications



Your campaign's monthly spend level will dictate what tier your campaign is in and what creative ad formats you have access to, as well as the total number of creatives we will run.

Below is a breakout by tier:

Tier 4	Tier 3	Tier 2	Tier 1
Max. <b>two</b> creatives per campaign	Max. <b>four</b> creatives per campaign	Max. <b>six</b> creatives per campaign	<b>10+</b> creatives allowed per campaign (Suggestion to run Dynamic Ads)
Single image	Single image	Single image	Single image
Video	Video	Video	Video
Carousel	Carousel	Carousel	Carousel
		Slideshow	Slideshow
		Dynamic Ads	Dynamic Ads
		Dynamic Retargeting	Dynamic Retargeting
			Collection/Instant Experience

## SINGLE IMAGE AD FORMAT

### An ad with a single image displayed

#### Image specs:

- File format: JPG or PNG
- File size: maximum 30MB
- Recommended image size: 1080x1080 pixels
- Recommended image ratio: 1:1
- The image must contain little to no overlaid text

#### Copy specs:

- Body (ad) text - this goes at the top of your ad. 125 character limit, including spaces
- Headline - This goes under the image in bold (need one for each image). 40 character limit, including spaces
- Description - This goes under the headline (need one for each image). 30 character limit, including spaces
- Click-through URL - Where your image will click through to (need one for each image)
- Display link (optional)- This will be the URL be displayed under your description (simpler is best)

## SINGLE VIDEO AD FORMAT

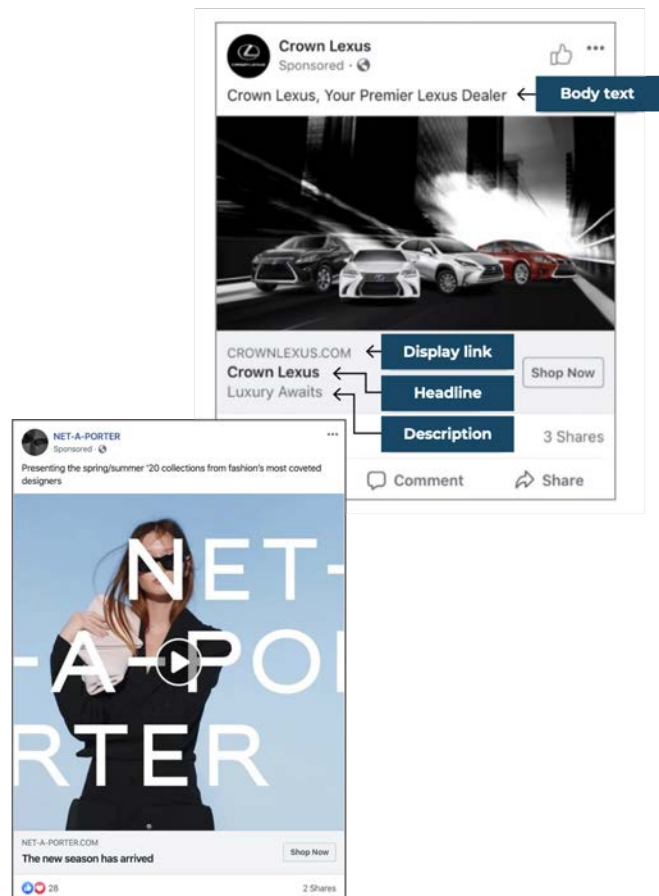
### An ad with a single video displayed

#### Video specs:

- File format: MP4, MOV, or GIF
- Recommended length: 15 seconds (240 minutes maximum)
- Recommended aspect ratio: 4:5 recommended; 9:16 or 16:9 are supported
- Resolution: 1080x1080; upload highest resolution video available that meets file size and ratio limits
- File size: 4GB max.
- Sound and captions are optional but recommended

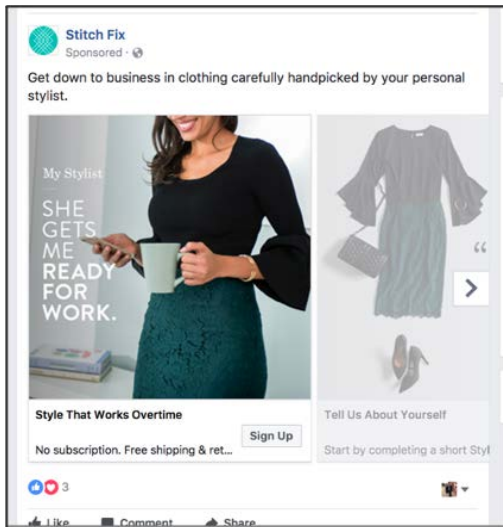
#### Copy specs:

- Body (ad) text - this goes at the top of your ad. 125 character limit, including spaces
- Headline - this goes under the image in bold (need one for each image). 40 character limit, including spaces
- Description - this goes under the headline (need one for each image). 30 character limit, including spaces
- Click-through URL - where your image will click through to (need one for each image)
- Display link (optional)- this will be the URL be displayed under your



## CAROUSEL

An ad with two to ten scrollable images or videos, each with its own link



### Specs:

- File type:
  - Image: JPG or PNG
  - Video: MP4, MOV, or GIF
- File restrictions:
  - Maximum image file size: 30MB
  - Maximum video file size: 4GB
  - Maximum video length: 240 minutes
- Size recommendations:
  - Resolution: at least 1080x1080 pixels
  - Aspect ratio: 1:1 (square)
  - Images must contain little to no overlaid text

### Copy specs:

- Body (ad) text – this goes at the top of your ad. 125 character limit, including space

- Headline – this goes under the image in bold (need one for each image). 40 character limit, including spaces
- Description – this goes under the headline (need one for each image). 20 character limit, including spaces
- Click-through URL – where your image will click through to (need one for each image)
- “See More URL”- This will be the URL you want to send people after they have scrolled through all of the images in the carousel

## SLIDESHOW

Create a video from three to 10 images or video files. Video files must be a maximum of 15 seconds in length

### Specs:

- File type:
  - Image: JPG or PNG
  - Video: MP4 or MOV
  - Music (optional): WAV, MP3, MP4A, FLAC, and OGG
- File restrictions:
  - Maximum image file size: 30MB
  - Maximum video file size: 4GB
- Size Recommendations:
  - Resolution: at least 1080x1080 pixels
  - Aspect ratio: 1:1 (square)
  - Images must contain little to no overlaid text

### Copy specs:

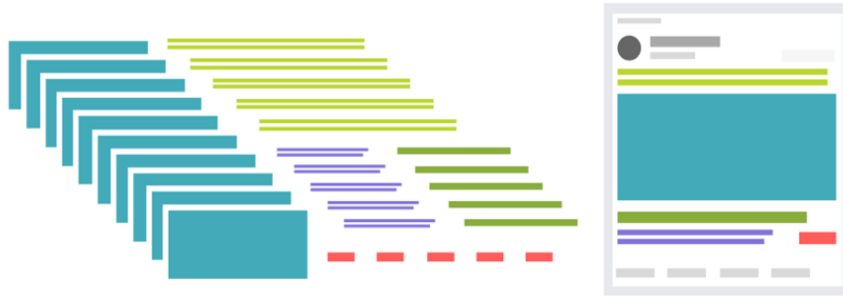
- Body (ad) text – this goes at the top of your ad. 125 character limit, including space
- Headline – This goes under the image in bold (need one for each image). 40 character limit, including spaces
- Description – This goes under the headline (need one for each image). 20 character limit, including spaces
- Click-through URL – where your image will click through to (need one for each image)
- Captions (optional) – text to overlay the image



## DYNAMIC ADS

**Dynamic ads allow for Facebook to find the creative that works best for your campaign goal**

- Provide multiple ad components and Facebook will optimize to the best performing combination
- We suggest provided two to four components (e.g. two images, two headlines, two descriptions, etc)



### Specs:

- See page 2 for single image/video ad formats

### Copy specs:

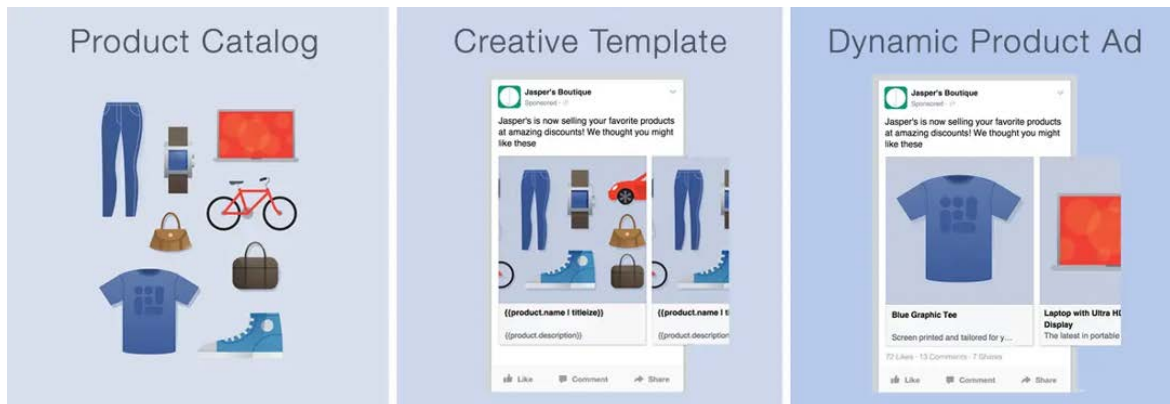
- Body (ad) text - this goes at the top of your ad; 125 character limit, including space
- Headline - This goes under the image in bold (need one for each image). 40 character limit, including spaces
- Description - This goes under the headline (need one for each image). 20 character limit, including spaces
- Click-through URL - where your image will click through to (need one for each image)
- Captions (optional) - text to overlay the image

Note: If an ad set is using dynamic ads, no other ad format can be used within that ad set. We can use multiple ad sets per campaign

## DYNAMIC RETARGETING IMAGE

Dynamic retargeting ads look exactly like image, carousel, or collection ads. However, the ads are automatically built with images and details from your website catalog

- Retarget users who have taken any action on your site or reach people who have not visited your site before
- Show users relevant products from your catalog. Facebook will choose which products to display in the ads based on your campaign goal(s)
- For example, you are optimizing towards conversions: Facebook will show products that it believes will drive the most conversions



### Requirements:

- A product catalog/feed: A CSV file containing information such as pricing or item descriptions.
  - Facebook allows the following third-party partners for dynamic ads: BigCommerce, Magento, WooCommerce, or Shopify
- Facebook pixel: A Facebook pixel placed on your website

### Specs/copy:

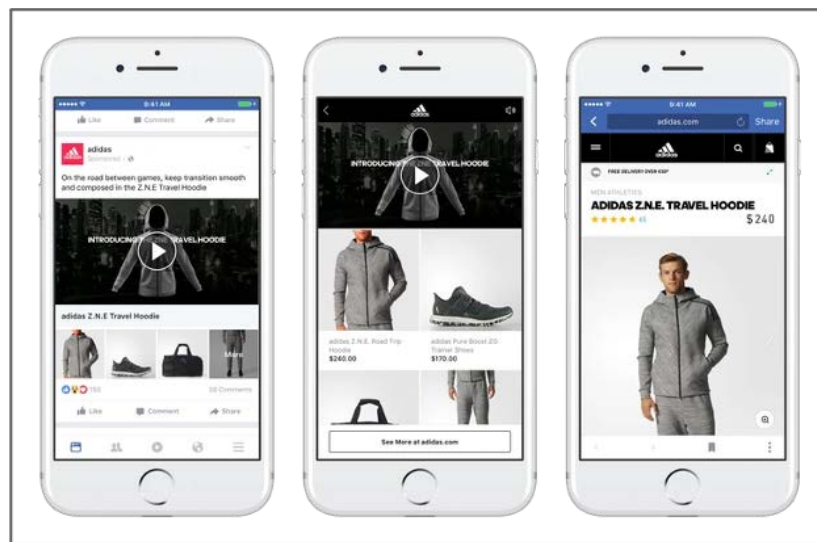
See pages 2 & 3 for single image & carousel ad formats

## COLLECTION/INSTANT EXPERIENCE

Allows users to browse and purchase products and services right from their phone inside of Facebook's Instant Experience. This product is ideal for retail or travel industries

### Pick your Instant Experience template

- Instant Storefront – create a shopping experience using your catalog or photos and details about your products
- Instant Lookbook – create an experience for people to explore your products in action by using imagery, and product tagging
- Instant Customer Acquisition – create an experience that encourages user action like a signup page
- Instant Storytelling – create an experience for users to learn more about your brand and products/services



### Requirements:

- A product catalog/feed: A CSV file containing information such as pricing or item descriptions.
  - Facebook allows the following third-party partners for dynamic ads: BigCommerce, Magento, WooCommerce, or Shopify
- A series of ad images and/or videos you want to use in the ad
- Facebook pixel: A Facebook pixel placed on your website

### Specs:

See page 2 for single image/video ad formats

### Copy specs:

- Headline – this goes under the image in bold (need one for each image). 25 character limit, including spaces
- Ad text – this goes at the top of your ad. 90 character limit, including spaces