

Facebook Creative Specifications 2021

Image Ads

File Requirements	<ul style="list-style-type: none"> - File Type: JPG or PNG - Ratio: 1.91:1 to 1:1 - Resolution: At least 1080 × 1080 pixels
Text Recommendations	<ul style="list-style-type: none"> - Primary Text: 125 characters - Headline: 40 characters - Description: 30 characters
Technical Requirements	<ul style="list-style-type: none"> - Maximum File Size: 30MB - Minimum Width: 600 pixels - Minimum Height: 600 pixels - Aspect Ratio Tolerance: 3%
Panoramas or 360 Photos	<p>Panoramas and 360 photos may be used on Facebook as an interactive experience with some objectives. Facebook recognizes and processes these photos by looking for camera-specific metadata found in photos taken using 360-ready devices.</p>
Available Objectives	<p>Brand Awareness, Reach, Traffic, Engagement, Page Likes, Event Response, App Installs, Lead Generation, Messages, Conversions, Catalog Sales, Store Traffic</p>
Available CTAs	<p>Apply Now, Book Now, Contact Us, Download, Learn More, Send Message, Get Showtimes, Get Quote, Request Time, See Menu, Shop Now, Sign Up, Watch More, Listen Now, Subscribe, Send WhatsApp Message</p>

Please Note Headlines are Required for ads that include a URL. If one is not included Facebook will dynamically pull one from copy on the website.

Video Ads

<p>Design Recommendations</p>	<ul style="list-style-type: none"> - File Type: MP4, MOV or GIF - Ratio: 1:1 (for desktop or mobile) or 4:5 (for mobile only) - Video Settings: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+ - Resolution: At least 1080 × 1080 pixels - Video Captions: Optional, but recommended - Video Sound: Optional, but recommended - Videos should not contain edit lists or special boxes in file containers
<p>Text Recommendations</p>	<ul style="list-style-type: none"> - Primary Text: 125 characters - Headline: 40 characters - Description: 30 characters
<p>Technical Requirements</p>	<ul style="list-style-type: none"> - Video Duration: 1 second to 241 minutes - Maximum File Size: 4GB - Minimum Width: 120 pixels - Minimum Height: 120 pixels
<p>360 Videos</p>	<p>With some objectives, you can use a 360 video. When people see this type of ad, they can turn their device or drag their finger to move around within the video and explore every angle.</p>
<p>Available Objectives</p>	<p>Brand Awareness, Reach, Traffic, Engagement, Page Likes, Event Responses, App Installs, Video Views, Lead Generation, Messages, Conversions, Store Traffic</p>
<p>Available CTAs</p>	<p>Apply Now, Book Now, Contact Us, Download, Learn More, Send Message, Get Showtimes, Get Quote, Request Time, See Menu, Shop Now, Sign Up, Watch More, Listen Now, Subscribe, Send WhatsApp Message</p>

Carousel Ads

Design Recommendations	<ul style="list-style-type: none"> - Image File Type: JPG or PNG - Video File Type: MP4, MOV or GIF - Ratio: 1:1 - Resolution: At least 1080 × 1080 pixels
Text Recommendations	<ul style="list-style-type: none"> - Primary Text: 125 characters - Headline: 40 characters - Description: 20 characters - Landing Page URL: Required
Technical Requirements	<ul style="list-style-type: none"> - Number of Carousel Cards: 2 to 10 - Image Maximum File Size: 30MB - Video Maximum File Size: 4GB - Video Duration: 1 second to 240 minutes - Aspect Ratio Tolerance: 3%
Available Objectives	Brand Awareness, Reach, Traffic, App Installs, Lead Generation, Messages, Conversions, Catalog Sales, Store Traffic
Available CTAs	Apply Now, Book Now, Contact Us, Download, Learn More, Send Message, Get Showtimes, Get Quote, Request Time, See Menu, Shop Now, Sign Up, Watch More, Listen Now, Subscribe, Send WhatsApp Message

Please note that Carousel ads cannot be used under a post engagement objective.

Collection Ads (FB Only) - Include a Cover Photo Followed by 3 or more product images. Clicking on a collection ad opens an Instant Experience. An Instant Experience is a full screen landing page that opens after a user clicks on an ad. See Best Practices for Instant Experiences [here](#)

Design Recommendations	<ul style="list-style-type: none"> - Image Type: JPG or PNG - Video File Type: MP4, MOV or GIF - Ratio: 1:1 - Resolution: At least 1080 × 1080 pixels
Text Recommendations	<ul style="list-style-type: none"> - Primary Text: 125 characters - Headline: 40 characters - Landing Page URL: Required
Technical Requirements	<ul style="list-style-type: none"> - Instant Experience: Required - Image Maximum File Size: 30MB - Video Maximum File Size: 4GB
Available Objectives	Reach, Traffic, Conversions, Catalog Sales, Store Traffic
Available CTAs	CTAs vary depending on industry.

Facebook or Instagram Stories

Design Recommendations	<ul style="list-style-type: none"> - Image Type: JPG or PNG - Video File Type: MP4, MOV or GIF - Ratio: 9:16 - Resolution: At least 1080 × 1080 pixels
Text Recommendations	<ul style="list-style-type: none"> - Primary Text: 125 characters - Headline: 40 characters - Landing Page URL: Required
Technical Requirements	<ul style="list-style-type: none"> - Image Maximum File Size: 30MB - Video Maximum File Size: 4GB - Minimum Image/Video Width: 500 pixels - Minimum Image/Video Height: 500 pixels

Lead Ads

Design recommendations for lead ads on Facebook

<p>Images</p>	<ul style="list-style-type: none"> - File Type: JPG or PNG - Image Size: 1080 × 1080 pixels - Aspect Ratio: 1:1 - Primary Text: 125 characters - Headline: 40 characters - Description: 30 characters
<p>Videos</p>	<ul style="list-style-type: none"> - File Type: MP4 or MOV - Length: Up to 15 seconds - Aspect Ratio: 4:5 - Video: H.264 video compression, high profile preferred, square pixels, fixed frame rate, progressive scan - Primary Text: 125 characters - Headline: 40 characters
<p>Required Form Fields</p>	<ul style="list-style-type: none"> - Description: This lets users know how the information they give you will be used or shared. <u>Examples</u> - Privacy Policy: The form must include a link to your company's privacy policy. You may also add a custom disclaimer to your lead form should that be of interest. - Completion Page: Headline and Description thanking users for completing the form. This page also includes a space for a link to your website page. <ul style="list-style-type: none"> - Note that this cannot link to a PDF, JPEG image, or download.
<p>Recommended Form Fields</p>	<ul style="list-style-type: none"> - Greeting: Includes headline (60 Characters) and a Description (Paragraph or List form) letting users know why they should complete the form.
<p>Available Questions</p>	<ul style="list-style-type: none"> - Custom Questions: Multiple Choice, Short Answer, Conditional, or Appointment Request formats available. - Prefill Questions <ul style="list-style-type: none"> - Email, Phone Number, Street Address, City, State, Province, Country, Post Code, Zip Code. - First Name, Last Name, Full Name - Date of Birth, Gender, Marital Status, Relationship Status, Military Status

	<ul style="list-style-type: none">- Job Title, Work Phone Number, Work Email, Company Name- National ID Number if applicable: (Brazil, Argentina, Peru, Chile, Colombia, and Ecuador)
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Please note that if an advertiser falls under a special ads category the availability of questions via a lead form will be limited.