

Pinterest Creative Specifications 2021

Static Image Ad Specs

Images

| | |
|---------------|--|
| File type | News Feed App Series Video Ads |
| Max file size | 20 MB |
| Aspect ratio | We recommend using a 2:3 aspect ratio, or 1000 × 1500 pixels. Pins with an aspect ratio greater than 2:3 might get cut off in people's feeds. |
| Title | Enter up to 100 characters. Depending on the device, the first 40 characters may show in people's feeds. When entered, titles will appear in the home feed or search feed. If a title is not entered and no Rich Pin title exists, nothing will show in its place in the home feed. |
| Description | <p>Enter up to 500 characters. Descriptions do not appear when viewing the Pin in the home feed or search feed. Additionally, descriptions do not appear for ads when viewed up close.</p> <p>Descriptions are used by our algorithm to determine relevance for delivery. We recommend entering a description to help get your Pin or ad in front of the right audience.</p> |

Video Ad Specs

Standard Width Videos

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|---------------|---------------------|
| File type | .mp4, .mov or .m4v. |
| Encoding | H.264 or H.265. |
| Max file size | Up to 2GB. |

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|--------------|--|
| Video length | Minimum 4 seconds, maximum 15 minutes. |
| Aspect ratio | Shorter than 1:2 (width:height), taller than 1.91:1. We recommend making your videos square (1:1) or vertical (2:3 or 9:16). |
| Title | Enter up to 100 characters. Depending on the device, the first 40 characters may show in people’s feeds. When entered, titles will appear in the home feed or search feed. If a title is not entered and no Rich Pin title exists, nothing will show in its place. |
| Description | <p>Enter up to 500 characters. Descriptions do not appear when viewing the Pin in the home feed or search feed. Additionally, descriptions do not appear for ads when viewed up close.</p> <p>Descriptions are used by our algorithm to determine relevance for delivery. We recommend entering a description to help get your Pin or ad in front of the right audience.</p> |

Max Width Videos

| | |
|---------------|--|
| File type | .mp4, .mov or .m4v. |
| Encoding | H.264 or H.265. |
| Max file size | Up to 2GB. |
| Video length | Minimum 4 seconds, maximum 15 minutes. |
| Aspect ratio | Square (1:1) or widescreen (16:9). Note that max. width videos can't exceed the height of a 1:1 aspect ratio.. |
| Title | Enter up to 100 characters. Depending on the device, the first 40 characters may show in people’s feeds. When entered, titles will appear in the home feed or search feed. If a title is |

| | |
|-------------|--|
| | not entered and no Rich Pin title exists, nothing will show in its place. |
| Description | <p>Enter up to 500 characters. Descriptions do not appear when viewing the ad in the home feed, search feed, or up close.</p> <p>Descriptions are used by our algorithm to determine relevance for delivery. We recommend entering a description to help get your ad in front of the right audience.</p> |

Carousel Ads

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|-------------------|--|
| File type | PNG or JPEG. |
| Max file size | 32 MB per image. |
| Creative quantity | 2-5 images per carousel. |
| Aspect ratio | 1:1 or 2:3. |
| Title | Enter up to 100 characters. Depending on the device, the first 40 characters may show in people’s feeds. When entered, titles will appear in the home feed or search feed. If a title is not entered and no Rich Pin title exists, nothing will show in its place. |
| Description | <p>Enter up to 500 characters. Descriptions do not appear when viewing the Pin in the home feed or search feed. Additionally, descriptions do not appear for ads when viewed up close.</p> <p>Descriptions are used by our algorithm to determine relevance for delivery. We recommend entering a description to help get your Pin or ad in front of the right audience.</p> |

Collection Ads

Image Creative

| | |
|-------------------|--|
| File type | PNG or JPEG. |
| Max file size | 10 MB |
| Creative quantity | Must have 1 hero creative. Minimum of 3 secondary creatives recommended. Maximum of 24 secondary creatives. |
| Aspect ratio | All creatives must have the same aspect ratio of 1:1 (square) or 2:3 (vertical). We recommend making your secondary creatives with a 1:1 aspect ratio to best control how they appear in people's feeds. If the creative is not 1:1, the cropping will occur at the center of the image. |
| Title | Enter up to 100 characters. Depending on the device, the first 40 characters may show in people's feeds. When entered, titles will appear in the home feed or search feed. If a title is not entered and no Rich Pin title exists, nothing will show in its place. |
| Description | Enter up to 500 characters. Descriptions will only appear for organic collections Pins when viewed up close. Otherwise, descriptions will not show up for promoted collections ads. Descriptions are used by our algorithm to determine relevance for delivery. We recommend entering a description to help get your Pin or ad in front of the right audience. |

Video hero creative

| | |
|---------------|--|
| File type | .mp4, .mov or .m4v. |
| Encoding | H.264 or H.265. |
| Max file size | Up to 2GB. |
| Video length | Minimum 4 seconds, maximum 15 minutes. |

| | |
|--------------|--|
| Aspect ratio | Shorter than 1:2 (width:height), taller than 1.91:1. We recommend making your videos square (1:1) or vertical (2:3 or 9:16). |
| Title | Enter up to 100 characters. Depending on the device, the first 40 characters may show in people’s feeds. When entered, titles will appear in the home feed or search feed. If a title is not entered and no Rich Pin title exists, nothing will show in its place. |
| Description | <p>Enter up to 500 characters. Descriptions will only appear for organic collections Pins when viewed up close. Otherwise, descriptions will not show up for promoted collections ads.</p> <p>Descriptions are used by our algorithm to determine relevance for delivery. We recommend entering a description to help get your Pin or ad in front of the right audience.</p> |

Idea Pins

Images and videos

| | |
|---------------|--|
| File type | Image: .BMP, .JPEG, .PNG, .TIFF, .WEBP. Video: .MP4, .MOV, .M4V. |
| Encoding | H.264 or H.265. |
| Max file size | Android and iOS: 16mb recommended. Web: 20mb maximum for images and 100mb for videos. |
| Video length | Videos should be between 1-60 seconds. |
| Resolution | For full-bleed images and videos, or images and videos that extend to take up the entire screen, we recommend using 1080×1920 pixel size (9:16 ratio). |
| Aspect ratio | Idea Pins’ aspect ratio is 9:16, but there are no restrictions for image or video. |