Twitter Creative Specifications
2021

Image Ads

Tweet copy	- 280 characters. (Note: each link used reduces character count by 23 characters, electing 257 characters for Twitter copy.)
Image width/height	- We recommend a minimum width of 600 pixels, although larger images (for example 1200 pixel images) will be better optimized for when users click to expand images. Any height is acceptable, although if the height exceeds the width, we will crop to 1:1 (see aspect ratio details).
Aspect ratio	- Desktop: Any aspect between 2:1 and 1:1 is acceptable. For example, 1200 X 600 (2:1), 1200 X 800 (3:2) or 1200 X 1200 (1:1). After the 16:9 aspect ratio (for example, 1200 X 1400) we'll crop to a 16:9 aspect ratio. - Mobile: 16:9

Image Ads for Website Click campaigns

Tweet copy	- 280 characters. 280 characters. (Note: each link used reduces character count by 23 characters, electing 257 characters for Twitter copy.)
Website title length	- 70 characters. Please note — depending on device and app settings this description may truncate. Up to two lines of text are rendered on the card title; any text beyond that is truncated with an ellipsis. Although not guaranteed, limiting the description to 50 characters should ensure that truncation won't occur across most devices.
Image Size	- 800 × 418 pixels for 1.91:1 aspect ratio, 800 × 800 pixels for 1:1 aspect ratio (max 3MB)

Aspect ratio	- 1.91:1 or 1:1
File size	- Max 20MB
File types	- PNG and JPEG are recommended. We do not accept BMP or TIFF files