

TikTok Creative Specifications 2021

Image Ads Specification

Placement	<p>BuzzVideo:</p> <ul style="list-style-type: none"> - BuzzVideo in-feed ad - BuzzVideo details page - BuzzVideo video post-roll ad - BuzzVideo in-feed story <p>TopBuzz:</p> <ul style="list-style-type: none"> - TopBuzz in-feed ad - TopBuzz details page <p>Babe:</p> <ul style="list-style-type: none"> - Babe in-feed ad - Babe details page
Ad Composition	Image creative + brand or app name + ad description
File Type	.JPG or .PNG
Image Resolution	No restrictions. We suggest a resolution $\geq 1200 \times 628$ px.
File Size	No specific restrictions, ≤ 500 KB is suggested
App Name or Brand Name	<p>For app names, we support 4-40 characters (latin) and 2-20 (asian characters).</p> <p>For brand names, we support 2-20 characters (latin) and 1-10 (asian characters).</p> <p>Note:</p> <ul style="list-style-type: none"> - Emojis cannot appear in the app name or brand name. - Punctuations and spaces will also occupy characters. - Depending on phone model and operating system, longer text can be at risk for not showing completely on the screen display.
Ad Description	<p>For descriptions, we support 12-100 characters (latin) and 6-50 (asian characters). z</p> <p>Note:</p> <ul style="list-style-type: none"> - Emojis, "{" and "#" cannot appear in the description. - Punctuations and spaces will also occupy characters. - Depending on phone model and operating system,

	longer text can be at risk for not showing completely on the screen display.
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Video Ads Specification

Placement	TikTok in-feed ad
Ad Composition	- Video creative + ad display image + brand or app name + ad description
Aspect Ratio	- 9:16, 1:1, or 16:9
Video Resolution	- Resolution must be $\geq 540 \times 960$ px, $\geq 640 \times 640$ px, or $\geq 960 \times 540$ px.
File Type	- .mp4, .mov, .mpeg, .3gp, or .avi
Video Duration	- 5-60s allowed. We suggest short videos of 9-15s.
Bitrate	- ≥ 516 kbps
File Size	- ≤ 500 MB
Profile Image	- Aspect Ratio: 1:1 - File Type: .jpg, .jpeg, .png - File size: <50 KB
App Name or Brand Name	For app names, we support 4-40 characters (latin) and 2-20 (asian characters). For brand names, we support 2-20 characters (latin) and 1-10 (asian characters). Note: <ul style="list-style-type: none"> - Emojis cannot appear in the app name or brand name. - Punctuations and spaces will also occupy characters. - Depending on phone model and operating system, longer text can be at risk for not showing completely on the screen display.

Ad Description	<p>For descriptions, we support 1-100 characters (latin) and 1-50 (asian characters).</p> <p>Note:</p> <ul style="list-style-type: none">- Emojis, "{" and "#" cannot appear in the description.- Punctuations and spaces will also occupy characters.- Depending on phone model and operating system, longer text can be at risk for not showing completely on the screen display.
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