Ad Types

Sponsored Content	• Single image Ads • Video Ads • Carousel Ads • Event Ads • Document ads
Sponsored Messaging	• Conversation Ads • Message Ads
Lead Gen Forms	• Lead Gen Forms
Text and Dynamic Ads	• Text Ads • Spotlight Ads • Follower Ad

Single Image Ads Specifications

Supported file types	JPG, PNG, or GIF Animated GIF images are converted to static GIF images when uploaded.
Maximum file size	5 MB
Maximum image size	7680 x 4320 pixels

Image aspect ratios	Horizontal/landscape: 1.91:1 • Minimum: 640 x 360 pixels • Maximum: 7680 x 4320 pixels Square: 1:1 • Minimum: 360 x 360 pixels • Maximum: 4320 x 4320 pixels Vertical: 1:1.91 • Minimum: 360 x 640 pixels • Maximum: 2340 x 4320 pixels
Introductory text	Use up to 150 characters to avoid truncation (600 character maximum). • Important: Insert any legally required language in the introductory text. • URLs in this field that are longer than 23 characters will be converted to a short link.
Headline	Use up to 70 characters to avoid truncation (200 character maximum).
Description	Use approximately 70 characters to avoid truncation • Only required if using LinkedIn Audience Network.
URL Specifications	URLs must have the "http://" "or https://" prefix. Use up to 2,000 characters.

Single Image Ads Specifications

Introductory text	Use up to 600 characters for your intro text. (recommended 150 characters)
Length	Three seconds to 30 minutes (Tip: most successful video ads are less than 15 seconds long)

File size	Between 75 KB and 200 MB
File format	MP4
Codec format	H.264 or VP8
Frame rate	Less than 30 FPS (frames per second)
Pixel and aspect ratio requirements	Videos must meet height and width specifications, as well as aspect ratio specifications. You can calculate an aspect ratio by dividing the video width by height. • Width: Between 360 and 1920 pixels • Height: Between 360 and 1920 pixels. • Aspect ratio: Between 1.778 and 0.5652. Example video sizes include: • Horizontal: 1920 x 1080 • Horizontal: 1200 x 675 • Vertical: 720 x 920 Note: Vertical aspect ratio videos will only be served to mobile devices that support a vertical video player, specifically app versions higher than Android 0.406.59 or iOS 9.14.268.
Audio format	AAC or MPEG4
Audio size	Less than 64KHz
Video captions	must be in SRT format

Video thumbnail (optional)	• File format: JPG or PNG • Maximum file size: 2 MB • Tip: the aspect ratio and resolution of the video thumbnail and video should match
Video headline	Use up to 70 characters to avoid truncation on most devices (200 max characters).
Destination URL	All URLs must have the http:// or https:// prefix. Use up to 2,000 characters for the destination link.
CTAs	Apply Download View Quote Learn More Sign Up Subscribe Register Join Attend Request Demo

Carousel Ads

Ad name	Use up to 255 characters to name your carousel ad.
Introductory text	Use up to 150 characters to avoid truncation on some devices (255 max characters)

Cards	Use a minimum of two cards and a maximum of ten cards. Requirements for individual cards within the carousel: • Max file size: 10 MB • Max image dimension: 4320x 4320px • Recommended individual image spec: 1080 x 1080px with a 1:1 aspect ratio • Images will be scaled to 312 x 312px • Rich media formats supported: • Headline text for each image card is a maximum of two lines before being truncated.
Character limits	• Destination URL: URLs must have the "http://" "or https://" prefix. You may use up to 2,000 characters for the destination link. • If you add URL parameters for third-party tracking, do not use quotation mark characters within the parameter settings to avoid technical errors with reaching your destination URL. • Some special characters (for example: < > # % { } [ ] and others) cause errors when they're included in the query string at the end of the URL. Even if unsafe characters are accepted, they may not be supported in all browsers. If your URL generates an error, copy everything after the question mark into the URL and paste it into a URL encoder like this one: http://meyerweb.com/eric/tools/dencoder/. Then, copy your results and replace the original query string in the URL. This should resolve the issue. • 45-character limit for carousel ads that direct to a destination URL • 30-character limit for carousel ads with a Lead Gen Form CTA • Carousel ads do not support video at this time

Single Job Ad – Advertising Specifications

Name this ad (optional)	Use up to 255 characters to name your ad.
Introductory text	Use up to 150 characters to avoid truncation (desktop max of 600 characters). URLs in this field that are longer than 23 characters will be converted to a short link. Important: Insert any legally required language in the introductory text.
Job	Search by the job posting URL to link to your LinkedIn job ad. You can also search by keyword to find job postings that are listed on the LinkedIn Page associated with the ad account.

Event Ads – Advertising Specifications

Name this ad (optional)	Use up to 255 characters to name your ad.
Introductory text	Use up to 150 characters to avoid truncation (desktop max of 600 characters).
LinkedIn event URL	Add the URL for your LinkedIn event. The image thumbnail used in your LinkedIn Event will automatically be scraped for your ad. 2000 characters max for the destination field URL
Image Ratio	4:1 (image will be pulled from the Event page)

Message Ads - Advertising Specifications

Sender	Select from available senders or add a sender.

Message Subject	Use up to 60 characters, including spaces and punctuation
Message text	As a best practice, use up to 1,500 characters, including spaces and punctuation
Clickable links	As a best practice, use up to 3 links
Hyperlinked text in message	Use up to 70 characters, including spaces and punctuation
Custom Terms & Conditions	Use up to 2,500 characters, including spaces and punctuation
Call-to-action (CTA) button copy	Use up to 20 characters, including spaces
Landing page URL in hyperlink or CTA	URLs must have the "http://" or "https://" prefix. You may use up to 1,024 characters for the destination link. • If you add URL parameters for third-party tracking, do not use quotation mark characters within the parameter settings to avoid technical errors with reaching your destination URL. • Some special characters (for example: < > # % { } [ ] and others) cause errors when they're included in the query string at the end of the URL. Even if unsafe characters are accepted, they may not be supported in all browsers. If your URL generates an error, copy everything after the question mark into the URL and paste it into a URL encoder like this one: http://meyerweb.com/eric/tools/dencoder/. Then, copy your results and replace the original query string in the URL. This should resolve the issue.

Banner creative	300 x 250 • File type: JPG, GIF (non-animated), or PNG (no flash) • Maximum file size: 2MB • Click-through URL

Message Ads - Advertising Specifications

Ad image	100 x 100 pixels; upload a JPG or PNG file that is 2MB or smaller
Ad headline	Use up to 25 characters, including spaces
Ad description	Use up to 75 characters, including spaces
Destination URL	URLs must have the "http://" or "https://" prefix. You may use up to 500 characters for the destination link. • Click tracking for destination URLs is supported. Learn more about click tracking. • If you add URL parameters for third-party tracking, do not use quotation mark characters within the parameter settings to avoid technical errors with reaching your destination URL. • Some special characters cause errors when they are included in the query string at the end of the URL. If the URL you enter for your creative generates an error, consider copying everything after the question mark in the URL and pasting it into a URL Encoder like this one: http://meyerweb.com/eric/tools/dencoder/. Then copy your results and replace the original query string in the URL.

Clickable links	As a best practice, use up to 3 links
Hyperlinked text in message	Use up to 70 characters, including spaces and punctuation
Custom Terms & Conditions	Use up to 2,500 characters, including spaces and punctuation
Call-to-action (CTA) button copy	Use up to 20 characters, including spaces

Third-party tracking specifications

Impression tracking and attribution is supported for Google Marketing Platform (formerly DoubleClick).
For click tracking, we suggest using campaign-based tracking codes rather than referral sources to track visits to your website. Referral source is not recommended for tracking your campaign performance because different redirect types and secure browsing can impact whether the referrer is passed.
Learn more about third-party tracking and conversion tracking capabilities.