

PINTEREST CREATIVE

Standard Image Ad Specs Images

File type	.PNG or .JPEG
Max file size	Desktop 20 MB, In-app 32 MB
Aspect ratio	We recommend using a 2:3 aspect ratio, or 1000 x 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>

Standard Width Video Ad Specs

Standard 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. Recommended length for video ads: 6 to 15 seconds
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 Video Ads

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	Max. width videos cannot 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

File type	PNG or JPEG.
Max file size	20 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>

Shopping Ads

Shopping ads feature one image at a time and allow people to purchase products they find on Pinterest.	Shopping ads follow the same specs as standard image ads.
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Collection Ads Image Creative

File type	PNG or JPEG.
Max file size	10 MB
Creative quantity	Must have 1 hero creative. A minimum of 3 secondary creatives is 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.

Collection Ads

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>

Collection Ads

Idea Ads - Images and Videos

File type	Image: .BMP, .JPEG, .PNG, .TIFF, .WEBP. Video: .MP4, .MOV, .M4V. (available on iOS and Android only)
Encoding	H.264 or H.265.
Max file size	Android and iOS: 2GB recommended. Web: 100MB max
Video length	Videos should be between 3 seconds - 5 minutes
Resolution	For full-bleed images and videos, or images and videos that extend to take up the entire screen, we recommend using 1080x1920 pixel size (9:16 ratio).
Aspect ratio	Idea Pins' aspect ratio is 9:16, but there are no restrictions for image or video.

Collection Ads

Showcase Ads

File type	Image: .BMP, .JPEG, .PNG, .TIFF, .WEBP Video: .MP4, .MOV, or .M4V files are available on iOS and Android only
Encoding	Card: Up to four cards in addition to the primary title Pin. Feature: Minimum of 1 and maximum 3 per card

Character Length	<p>Text overlay: Limited to no more than 10 words. Font must be legible.</p> <p>Features: Limited to 30 characters including spaces. For titles, anything after 50 characters will be hidden.</p>
Max File Size	Up to 32MB
Video Length	Videos should be between 3-60 seconds
Resolution	For full-bleed images and videos, or images and videos that extend to take up the entire screen, we recommend using 1000 x 1500 pixel size.
Aspect Ratio	<p>Title Pin: 2:3 ratio</p> <p>Card: 2:3 ratio</p> <p>Feature: 1:1 static</p>

Collection Ads

Quiz Ads

File type	<p>Image: .BMP, .JPEG, .PNG, .TIFF, .WEBP</p> <p>Video: .MP4, .MOV, or .M4V files are available on iOS and Android only</p>
Creative Quantity	<p>Up to three results Pins with one title Pin.</p> <p>We recommend use of bold, lifestyle photography. Preference for inclusive and DEI representation.</p>

<p>Character Length</p>	<p>Title: 100 characters max.</p> <p>Text overlay: Limited to no more than 10 words. Font should be easy to read. Consider stacking brand logo, quiz title and CTA at the top of the Pin.</p> <p>Questions and answers: Questions can be up to 96 characters, including spaces. Answers can be up to 48 characters, including spaces.</p> <p>Results: 100 characters max in title and 500 characters max for description. Visit site button cannot be edited but the destination URL can be edited.</p>
<p>Max File Size</p>	<p>Up to 32MB</p>
<p>Video Length</p>	<p>Videos should be between 3-60 seconds</p>
<p>Resolution</p>	<p>For full-bleed images and videos, or images and videos that extend to take up the entire screen, we recommend using 1000 x 1500 pixel size</p>
<p>Aspect Ratio</p>	<p>Title Pin: 2:3 ratio Results Pin: 2:3 ratio</p>