

REDDIT CREATIVE

Ad Types

Text Ad Specs

Post Title	300 character max
Body	40,000 characters
Comments	Enable/Disable

Image Ad Specs

Headline	300 character max
Supported Formats	JPG, PNG, GIF (GIF files are accepted but will be converted into an image)
File size	3MB max
Aspect Ratios	1:1 square; 4:5 portrait; 4:3 landscape; 16:9 landscape
Recommended resolutions:	1080x1080 square, 1080x1350 portrait, 1440x1080 landscape, 1920x1080 landscape

Thumbnail image	400x300px or aspect ratio of 4:3, 500 kb max file size
Destination URL	Required
Display URL	Optional
Comments	Enable/Disable
Call-To-Action Button (optional)	<ul style="list-style-type: none"> Download Install Shop Now View More Sign Up Learn More Contact Us Get Showtimes Get Quote See Menu Apply Now Watch Now Play Now Pre-order Now

Video Ad Specs

Headline	300 characters
Supported Formats	MP4, MOV (ProRes not accepted)
File Size	1GB max

Recommended Aspect Ratios	1:1 square; 4:5 vertical; 4:3 classic; 16:9 full landscape
Recommended length	0:05–0:30sMax length: 15 minutes
Frame Rate	Up to 30 FPS
Autoplay	native video (direct upload) will autoplay, and third-party videos will be click-to-play
Thumbnail	Displays at 400x300 pixels, select from video or upload your ownFile size: 500KB max
Destination URL	Optional
Display URL	Optional
Comments	Enable/Disable
Call-To-Action Button (optional)	<ul style="list-style-type: none"> Download Install Shop Now View More Sign Up Learn More Contact Us Get Showtimes Get Quote See Menu Apply Now Watch Now Play Now Pre-order Now

Headline	300 characters*In order to avoid truncation across placements & devices, we recommend limiting the headline to 90-100 characters across feed and conversation placements
Caption	50 characters (appears under card image)
Images	2- images, 1200 x 1200 pixels, for desktop-only campaigns we also support 1200x628 pixels
Supported formats	JPG, PNG, GIF (GIF files are accepted but will be converted into an image)
Aspect ratio	1:1 or 16:9
File size	20MB max each, (3MB for GIFs, 3-10s in length)
Thumbnail	Displays at 400x300 pixels, recommended for classic mode viewing File size: 500KB max
Destination URL	Required for each card. The URL can be the same across cards or different. Note: URLs must start with HTTPS and can't end in a semicolon
Display URL	Optional
Comments	Enable/Disable
Call-To-Action Button (optional)	Download Install Shop Now View More Sign Up Learn More Contact Us

Headline	<ul style="list-style-type: none"> Get Showtimes Get Quote See Menu Apply Now Watch Now Play Now Pre-order Now
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Conversation Placements

Headline	Headlines will be truncated to 100 characters on mobile/mobile web and 250 characters on desktop.
Thumbnail	We strongly recommend a 400x300 thumbnail which renders best in conversation placement. If a 400x300 thumbnail isn't provided, we'll use the standard 1200x628 image, but resizing may impact image quality.
Not Supported	Text-only ads. A placeholder image will be added if no image/video post is uploaded to the conversation.
Call-To-Action Button (optional)	<ul style="list-style-type: none"> Download Install Shop Now View More Sign Up Learn More Contact Us Get Showtimes Get Quote See Menu Apply Now Watch Now Play Now Pre-order Now

Premium Takeover Units

- Premium Takeovers are reserved for managed advertisers on a CPM model. If you're interested in a Takeover, reach out to our managed services team.
- Most of our Takeovers utilize Promoted Post specs above (image and video). For more information, refer to our Premium Takeovers section.

Banners Specs

Ad Specifications	<ul style="list-style-type: none">• Supported formats: JPG, PNG• File size: 150KB max• Top banner resolution: Above the fold, 300x600 pixels or 300x250 pixels• Sticky banner resolution: Below the fold, 300x250 pixels
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Vertical Video Placement

Headline/Post title	<ul style="list-style-type: none">• 150 characters
Call-To-Action button (optional)	Download Install Shop Now View More Sign Up Learn More Contact Us Get Showtimes Get Quote See Menu Apply Now Watch Now Play Now Pre-order Now

Headline/Post title	<ul style="list-style-type: none"> • 150 characters
Call-To-Action button (optional)	<p>Download Install Shop Now View More Sign Up Learn More Contact Us Get Showtimes Get Quote See Menu Apply Now Watch Now Play Now Pre-order Now</p>
Destination/ Click-Through URL & Display Link	<p>Optional</p>
Ad Specifications	<ul style="list-style-type: none"> • Supported formats: MP4, MOV (ProRes not accepted)File size: 1GB max • Recommended aspect ratios: 9:16 vertical; 4:5 vertical; 1:1 square • Accepted aspect ratios: 4:3 classic; 16:9 full landscape • Recommended length: 0:05–0:30sFrame rate: Up to 30FPS • Autoplay: native video (direct upload) • Thumbnail: recommended • Thumbnail file size: 500KB max • Destination URL: Optional • Comments: On or Off • Call-to-action: Choose from available CTAs (optional)

Promoted Post on Trending Page

Headline	<ul style="list-style-type: none">• 300 character max
Supported Formats	JPG, PNG, MP4, MOV
Resolution	1200x628 pixels
File Size	3MB max
Video Frame rate	30FPS
Video Display	1.9:1 aspect ratio
Thumbnail	400x300 pixels
Thumbnail File Size	500KB Max
Destination URL	Optional
Call to Action Button (optional)	Download Install Shop Now View More Sign Up Learn More Contact Us Get Showtimes Get Quote See Menu

Promoted Post on Trending Page

	Apply Now Watch Now Play Now Pre-order Now
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Trending Title on Popular & Search Page Specs

Trending unit on Popular + Search Page Specs:	
Mobile Card Image	<ul style="list-style-type: none">• 219x96px• Optional Thumbnail Image: 105x105px, JPG, PNG, 1MB Max File Size<ul style="list-style-type: none">◦ Displays in the Steady State search unit
Desktop Card Image	237x178px
Headline	15 character max
Sub-Headline	50 character max
Trending Landing Page Specs	
Thumbnail	400x300px, max file size 500kb
Creative	Card Image: 1200x628px, max file size 3MB Video asset Frame Rate: 30FPS Acceptable formats: .Mov, MP4.1.9:1 aspect ratio
Post Title (headline)	300 character max

<p>Call to Action Button (optional)</p>	<ul style="list-style-type: none"> • Download • Install • Shop Now • View More • Sign Up • Learn More • Contact Us • Get Showtimes • Get Quote • See Menu • Apply Now • Watch Now • Play Now • Pre-order Now
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Video Spotlight Unit

<p>Headline</p>	<p>150 characters</p>
<p>Call-To-Action button (optional)</p>	<p>Download Install Shop Now View More Sign Up Learn More Contact Us Get Showtimes Get Quote See Menu Apply Now Watch Now Play Now Pre-order Now</p>
<p>Destination/ Click Through URL & Display Link</p>	<p>Optional</p>

**Ad
Specifications**

- Supported formats: MP4, MOV (ProRes not accepted)
- File size: 1GB max
- Recommended aspect ratios: 9:16 vertical only
- Recommended length: 0:05–0:30s
- Frame rate: Up to 30FPS
- Autoplay: native video (direct upload)
- Destination URL: Optional
- Comments: Off (default)
- Call-to-action: Choose from available CTAs (optional)