

Facebook. Ad Formats.

A short explanation

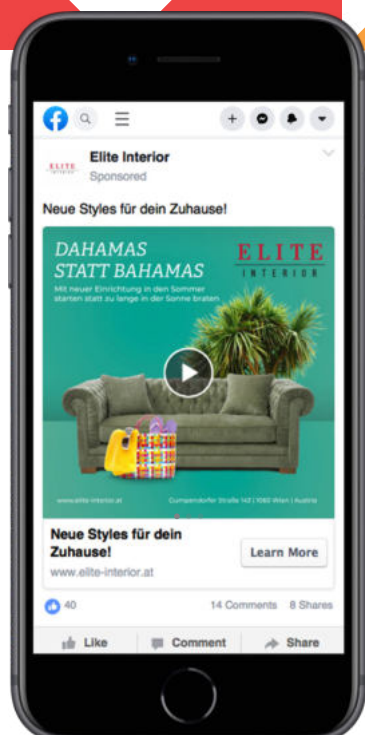
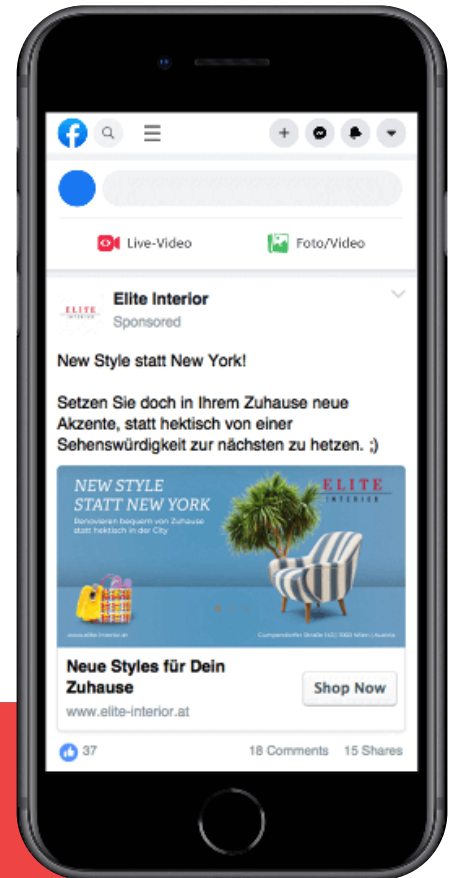


Image Ads

Single-image ads are the most common format on Facebook. They consist of a single file, an image with less than 20% text, one landing page, and a call-to-action. These ad types also require descriptive text, which includes a title, description, link description, and display link. We recommend using these ads along with your web ads to ensure cross-channel reach.

Technical settings

- **Recommended image size:** 1200 x 628 (1080 x 1080 for a 1:1 image)
- **Image ratio:** 9:16 to 16:9
- **Images no more than 20% text**
- **Image file types:** .jpg or .png
- **Text:** 125 characters (recommended)
- **Headline:** 25 characters (recommended)
- **Link description:** 30 characters



Video Ads

Facebook video ads are paid ad placements that feature a video and can appear in one of several predetermined locations on a visitor's Facebook screen. You can either create a video ad from scratch or boost an existing post that includes a video from your Facebook account. Video ads don't just attract customers; they actually encourage them to convert more efficiently.

Technical settings

- **Minimum dimensions:** 600 x 315 (1.9:1 landscape) or 600 x 600 (square)
- **Max video file size:** 4GB
- **Max video length:** 240 minutes
- **Video thumbnail image no more than 20% text**
- **Headline:** 25 characters (recommended)
- **Link description:** 30 characters
- **Recommended aspect ratio is** between 9:16 to 16:9
- **Multiple acceptable video formats, but .MP4 or .MOV recommended**



Collection Ads

Collection is an ad format that lets people move from discovery to purchase in a smooth and immersive way. Each collection ad features a primary video or image with four smaller accompanying images below in a grid-like layout. Customers who tap on your collection ad to browse or learn more will be seamlessly taken to a fast-loading visual post-click experience powered by Instant Experience – all without leaving Facebook.

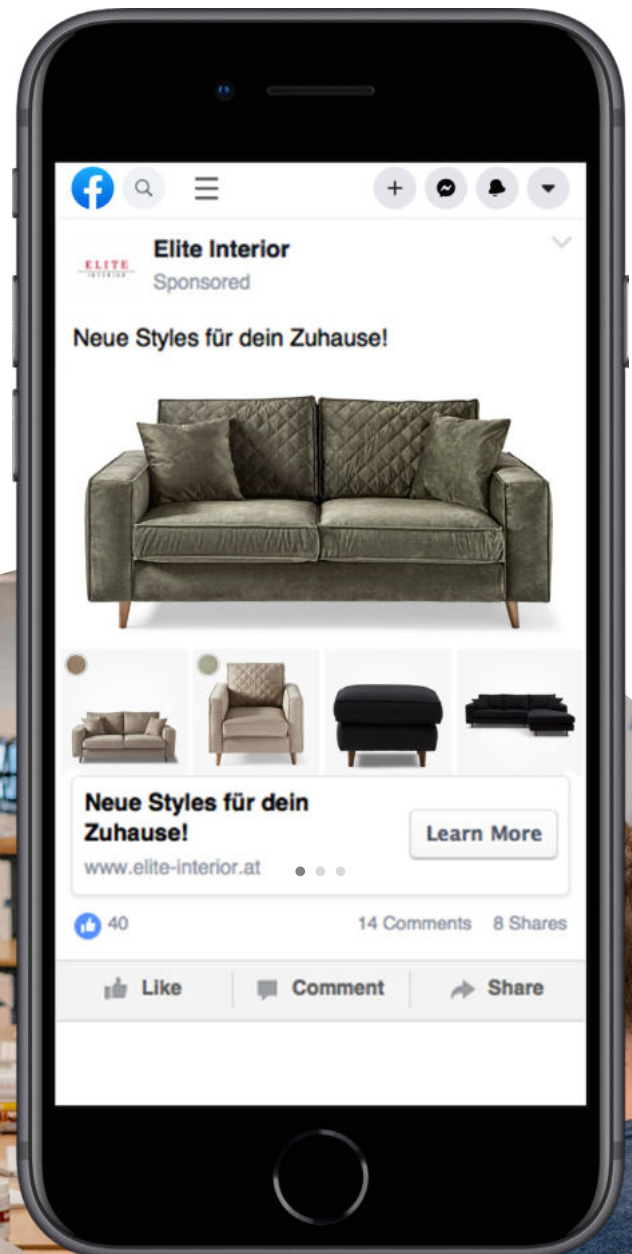
Technical settings

Image

- Minimum image size: 600 x 600
- Image ratio: 1:1 for square, 9:16 for landscape
- Maximum image file size: 30MB
- Images no more than 20% text
- Image file types: .jpg or .png

Video

- Recommended minimum resolution: 1200x628
- Multiple acceptable video formats, but .MP4 or .MOV recommended
- Max video file size: 4GB
- Recommended video length: less than 2 minutes
- Max video length: 120 minutes
- Video thumbnail image no more than 20% text








Carousel Ads







Carousel ads are one of the most effective Facebook ad formats for positioning your products to drive more traffic through your sales funnel. Not only do they stand out in people's feed, but they also yield a lower CPC than other ad types. Facebook's carousel ads allow you to offer an exceptional experience on both mobile and desktop devices. It allows your audience to browse through different images or videos, then direct them to landing pages.

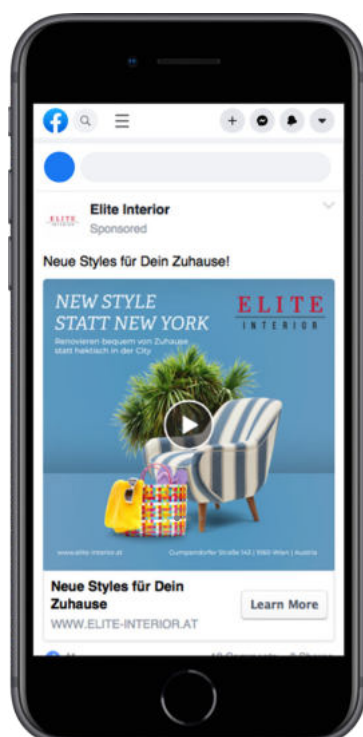
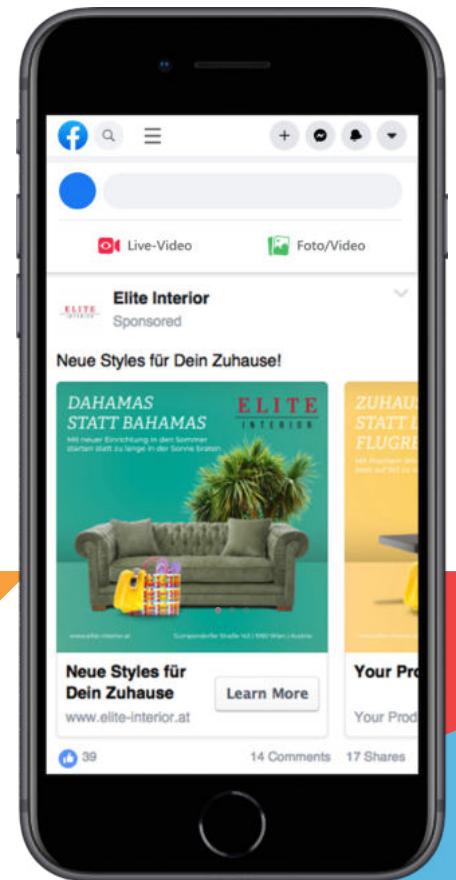
Technical settings

Image

-  **Minimum image size:** 600 x 600
-  **Recommended image size:** At least 1080 x 1080
-  **Minimum 2 cards and** max of 10 cards per Carousel Ad
-  **Recommended image ratio:** 1:1
-  **Image file types:** .jpg or .png

Video

-  **Recommended resolution:** 1080 x 1080 pixels
-  **Minimum 2 cards and** max of 10 cards per Carousel Ad
-  **aspect ratio:** 1:1
-  **File types:** .MP4 or .MOV
-  **Max video size:** 4GB per video
-  **Max video length:** 240 minutes







Slideshow Ads

Facebook Slideshow ads allow marketers to use images and sound to create video-like ads to narrate product stories on desktop and mobile devices at every connection speed. The format provides all the advantages of video ads even if you don't have a video. Slideshow ads play like video ads, which means you can captivate and engage your audience as you would with video ads, but without having to actually create any videos.




Slideshow ads load a lot quicker than typical video ads, which means they can be viewed by audiences who don't have a strong internet connection.

Technical settings

Image

-  **Number of images:** Between 3 and 10
-  **Pixels:** 1280 X 720 pixels
-  **Aspect ratio:** 16:9, 1:1, or 2:3 (automatically crops to 1:1 if each image is a different size)
-  **Duration:** Maximum 15 seconds

Video

-  **File type:** MOV or MP4
-  **Duration:** Up to 15 seconds
-  **Audio file types:** WAV, MP3, M4A, FLAC and OGG formats