

# Instagram. Ad formats.






A short explanation

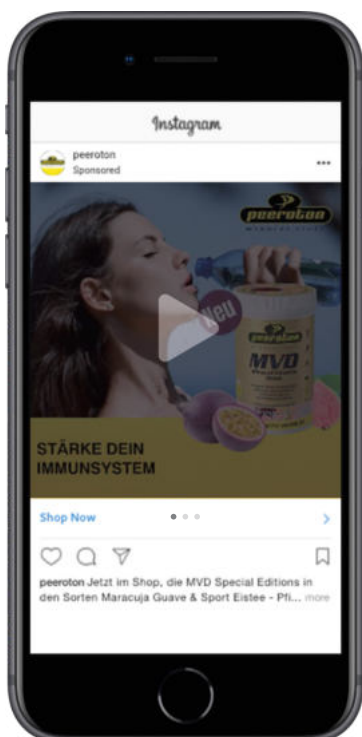
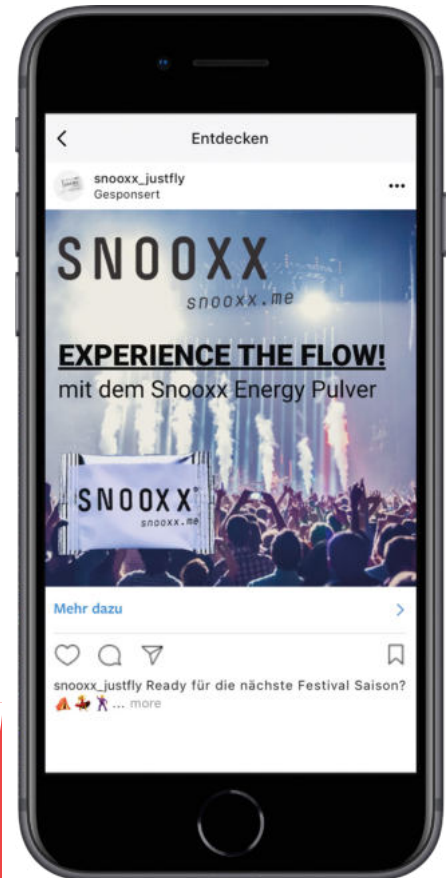


## Photo Ads

These usually consist of high-quality photos of a product that are placed in a user's feed. Their main objective is to draw attention to your product or service with eye-catching images that make people stop scrolling. This is an especially useful kind of ad when a brand has a strong and recognizable aesthetic. To get potential customers to engage, photo ads have configurable buttons that can display calls to action like "learn more" or "shop now."

## Technical settings










-  **Maximum file size:** 30MB
-  **Landscape image size:** 1200 x 628 pixels
-  **Square image size:** 1080 x 1080 pixels
-  **Vertical image:** 600 x 750 pixels
-  **Text limit:** 2200 characters (125 is recommended)



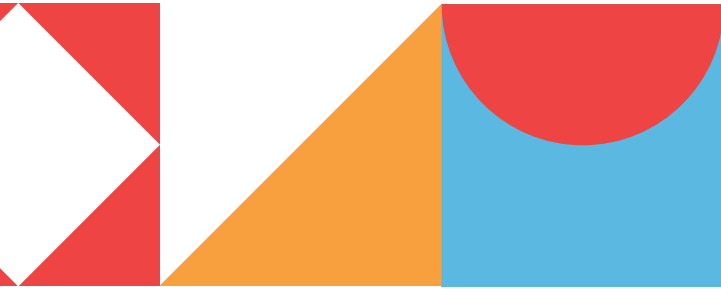
## Video Ads

These can be displayed in either Stories or Instagram's main feed. They have the added benefit of grabbing attention through motion when they auto-play, even when the user's sound is turned off.

## Technical settings

-  **Use:** Video media formats (e.g.: .mp4, h.264, .gif)
-  **Landscape video:** 600 x 315 pixels (min. Resolution)
-  **Square video:** 600 x 600 pixels (min. Resolution)
-  **Vertical video:** 600 x 750 (min. Resolution)
-  **file upload size:** 4GB
-  **Video ratio:** 4:5, max. 16:9
-  **Video duration:** 60 seconds
-  **Text limit:** 125 characters (recommended)
-  **Hashtag number:** 30 maximum











# Instagram Ad formats



## Collection Ads

The collection ad format on Instagram makes it easier for people to discover, browse and purchase products and services from their mobile device in a visual and immersive way. With collection ads on Instagram, you can showcase your brand and multiple products in the Feed and Stories, and take customers on a seamless post-click experience to browse your products in a full-screen Instant Experience.

## Technical settings

-  **Image file type:** JPG or PNG
-  **Video file type:** MP4, MOV or GIF
-  **Ratio:** 1.91:1 to 1:1
-  **Resolution:** At least 1080 x 1080 pixels
-  **Primary text:** 125 characters (recommended)
-  **Headline:** 40 characters (recommended)
-  **Image maximum file size:** 30MB
-  **Video maximum file size:** 4GB
-  **Minimum image/video width:** 500 pixels
-  **Minimum image/video height:** 500 pixels










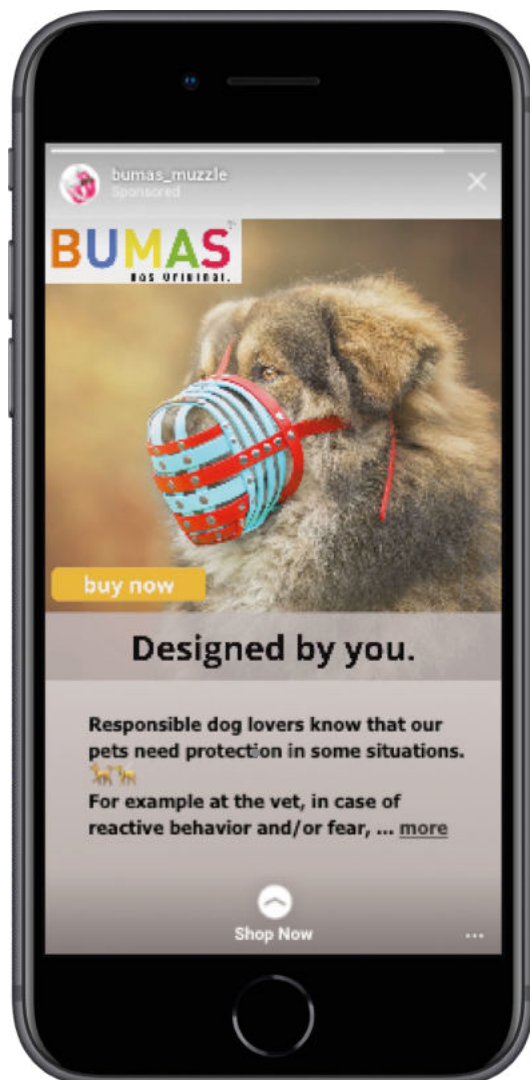
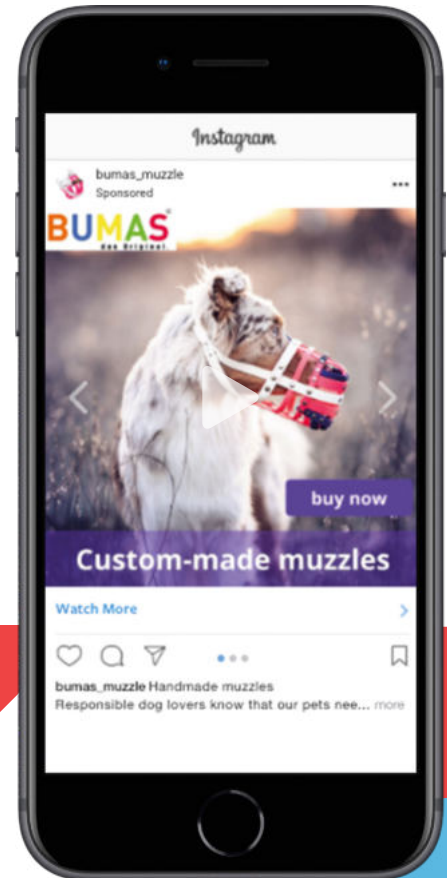


## Carousel Ads

Carousel Ads allow advertisers to reach their target audience with more than one single piece of creative. Share an integrated story, multiple products, or a sequenced narrative with this versatile ad format. Instagram Carousel ads make it easy and seamless to showcase more products and tell a deeper story by using more than one image or video. Use this format to take your audience on a journey through your business, brand, or product.

## Technical settings

-  **File type:** jpg or png
-  **Maximum file size:** 30MB
-  **Minimum image width:** 600 pixels
-  **Image ratio:** 4:5 minimum, max. 16:9
-  **Text limit:** 2,200 maximum
-  **Video duration:** 60 seconds maximum
-  **Hashtag number:** 30 maximum







## Stories Ads

When you create a Stories ad, you can share either a photo or video. These are integrated seamlessly into the flow of Stories from other users that your target audience follows. Stories offer a "swipe up" option for business accounts, which allows a link to be shared with the viewer. Users simply need to swipe their finger up on their screen to go where you'd like them to, whether that's a blog post, product page, or landing page. Instagram stories ads are a great way to engage your audience and remind them of your deals and offers.

## Technical settings

### Image

-  **Use:** jpg, png
-  **Maximum file size:** 30MB
-  **Recommend image size:** 1080 x 1920 pixels
-  **Ad duration:** 5 seconds

### Video

-  **Use:** mp4, mov
-  **Maximum file size:** 4 GB
-  **Recommend image size:** 1080 x 1920 pixels
-  **Resolution:** 720p
-  **Video length:** 15 seconds