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THE DIGITAL AGENCY

LinkedIn.
Ad Formats.

A short explanation

Single Image Ads

One of the most used ad formats is the Single Image Ad. This ad format belongs to the sponsored content ad type and therefore appears in the newsfeed on both mobile and desktop. A single image ad is a LinkedIn Page update that has been sponsored to be served to a targeted audience beyond your Page followers.

Technical settings

- **Ad image:** JPG, GIF, or PNG
- **Image size:** 5MB or smaller.
- **maximum image size:** 7680 x 7680 pixels
- **Headline:** up to 70 characters
- **Description:** max 300 characters
- **Introductory text:** max 600 characters
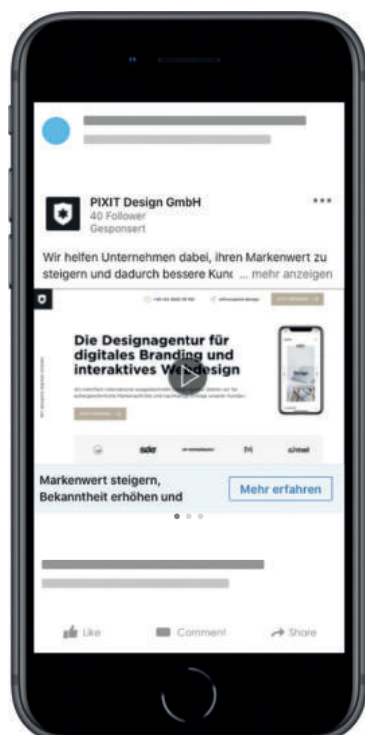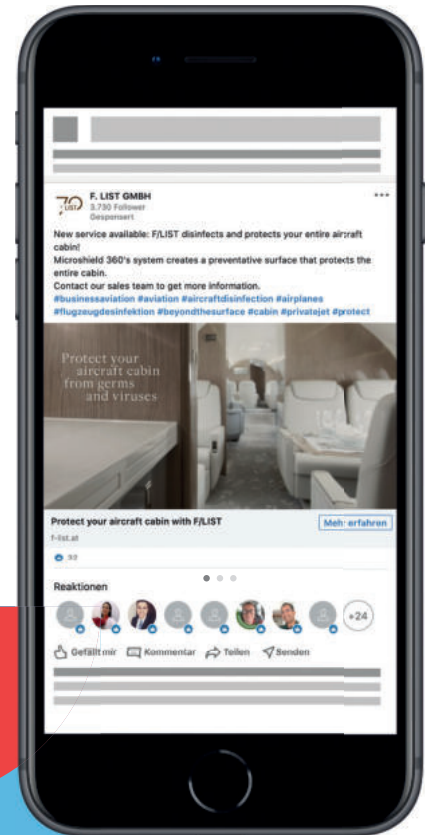
Video Ads

LinkedIn video ads complement any digital marketer's advertising strategy by providing a native ad format to fill gaps in your online presence. They're essential for targeting a professional audience at every stage of the marketing funnel. The maximum video length on the social platform is 3 minutes and 30 seconds. However, according to LinkedIn itself, the most successful videos have a duration of less than 15 seconds.

Technical settings

- **File format:** MP4
- **Frame rate:** Less than 30 FPS
- **Length:** Three seconds to 30 minutes
- **File size:** Between 75 KB and 200 MB
- **Video width:** Between 640 and 1920 pixels,
- **Video height:** Between 360 and 1920 pixels.
- **Audio format:** AAC or MPEG4
- **Audio size:** Less than 64KHz
- **Video headline:** Use up to 70 characters

Carousel Ads

LinkedIn Carousel ads are one form of Sponsored Content that feature a swipeable series of cards. You can showcase multiple offers/products which helps you provide more insights for your audience. These ads appear natively in the news feed, on your LinkedIn Page and in the news feed of your followers across all devices and platforms, mobile too.

Technical settings

- **Cards:** 2-10
- **Image formats:** JPG, PNG, GIF (non-animated only)
- **Max file size:** 10 MB
- **Max image dimension:** 6012 x 6012px
- **Name this ad:** up to 255 characters
- **Introductory text:** up to 150 characters
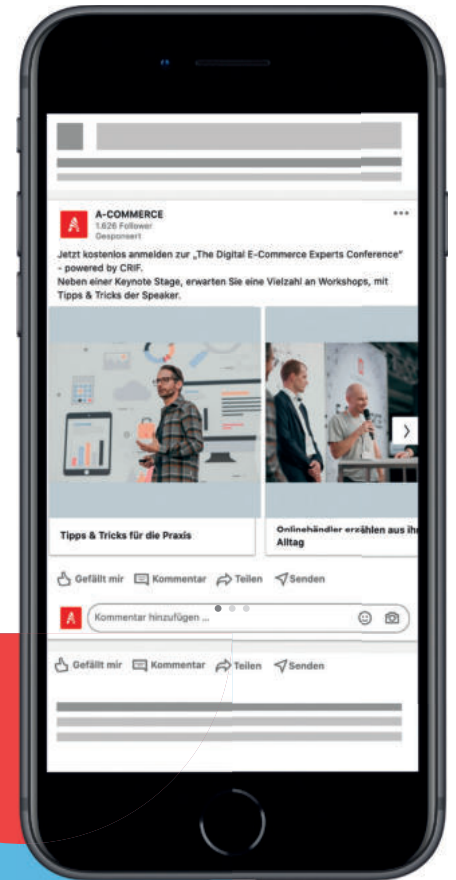
Text Ads

Pay-per-click (PPC) text ads appear on the right-hand side of a desktop screen. They include a small image along with a short headline and blurb. They may be less prominent than sponsored content, but can still be very effective depending on your campaign goal. They work in a similar way to Google Search Network ads. You create your ad text, then set your daily budget and maximum cost per click using LinkedIn's campaign manager.

Technical settings

- **Image resolution:** 100 x 100 pixels;
- **Image format:** JPG or PNG
- **Max file size:** 2MB or smaller
- **Ad headline:** up to 25 characters
- **Ad description:** up to 75 characters

Follower Ads

Follower ads are a Dynamic Ad format tailored to LinkedIn members. The ads encourage members to follow your LinkedIn or Showcase Page on desktop. They are personalized with the member's profile photo next to your company's logo, plus their first name and your company name in the ad copy.

Technical settings

- **Image format:** JPG or PNG
- **Minimum image size:** 100 x 100px
- **Ad description (above images):** up to 70 characters
- **Ad headline (below images):** up to 50 characters
- **Company name:** up to 25 characters
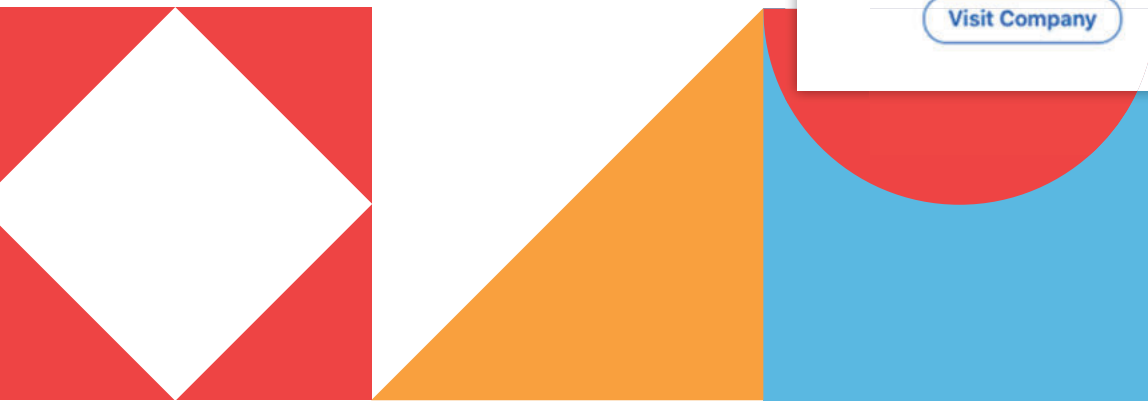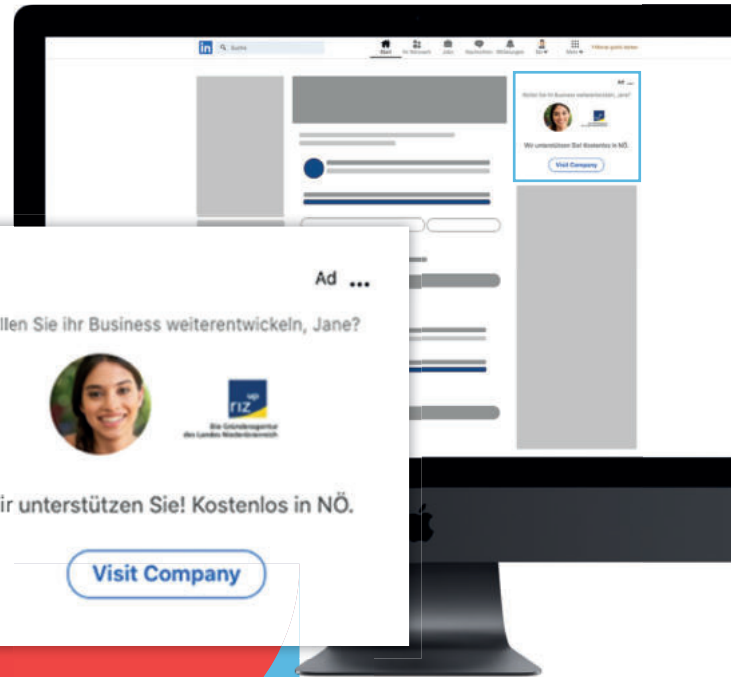
Spotlight Ads

Spotlight ads are a Dynamic Ad format that are personalized to each LinkedIn member and take them to your website or landing page. The ads are seen on desktop and are tailored to individual members based on their LinkedIn profile data, like profile photo, company name, or job title.

Technical settings

- **Ad description (above images):** up to 70 characters
- **Ad headline (below images):** up to 50 characters
- **Company name:** up to 25 characters
- **Minimum image size:** 100 x 100px
- **Image format:** JPG or PNG
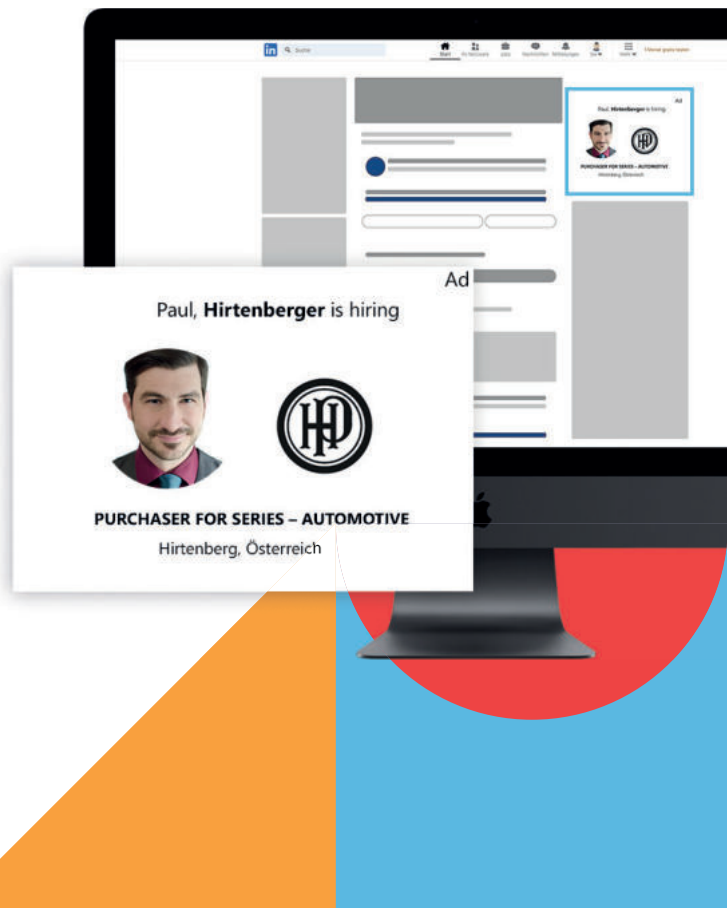- **Call-to-action (CTA) button text:** up to 18 characters
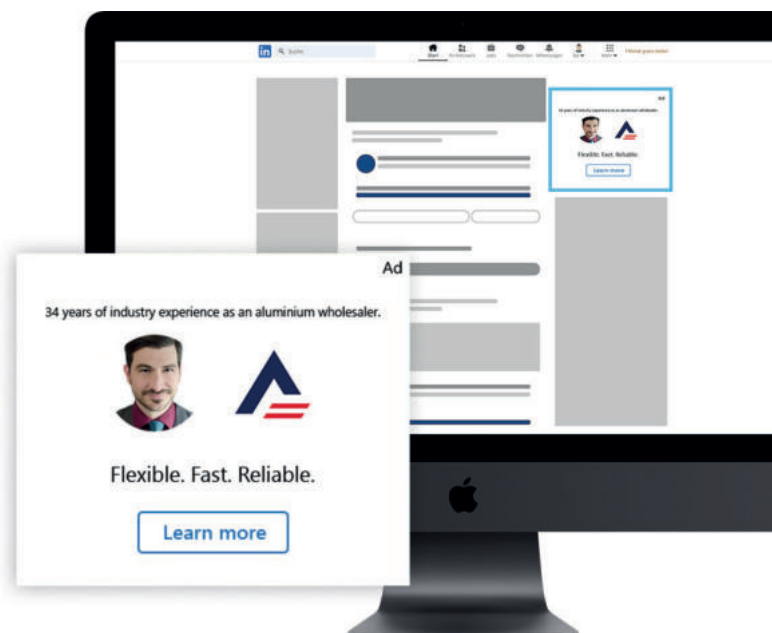
Job Ads

Jobs ads are Dynamic Ads that are personalized and promote one or more job opportunities to qualified LinkedIn members in your target audience. The ads are dynamically generated in three types: Jobs You May Be Interested In, Picture Yourself, and Job Page.

Technical settings

- **Company name:** up to 25 characters
- **Company logo size:** minimum 100 x 100px (recommended)
- **Ad headline:** suggested options or up to 70 characters
- **Call-to-action (CTA) button label:** pre-set CTAs or custom text, up to 44 characters

Paul, **Hirtenberger** is hiring

PURCHASER FOR SERIES – AUTOMOTIVE
Hirtenberg, Österreich

Message Ads

Message Ads allow you to reach out to your target audience through LinkedIn's private messaging system. Get your message directly into customers' inboxes, even if they are not following your company page. It is the ideal tool to deliver highly personalized messages and boost conversions.

Technical settings

- **Banner creative:** 300 x 250
- **File type:** JPG, GIF (non-animated), or PNG (no flash)
- **Maximum file size:** 40kb

- **Name this ad:** up to 50 characters, including spaces
- **Message subject:** up to 60 characters
- **Message text:** use up to 1,500 characters
- **Clickable links:** use up to 3 links
- **Call-to-action (CTA) button copy:** up to 20 characters

Conversation Ads

The Conversation Ad format builds on the message ad format delivered through LinkedIn Messenger. Designed for real-time engagement, Conversation Ads are sent only when a prospect is active on LinkedIn, significantly increasing the likelihood of engagement.

Technical settings

Banner file type (optional): JPG or PNG
Banner image size (optional): 300 x 250 pixels
Banner image file size (optional): 2MB

Ad name (optional): 255 characters
Message text: 500 characters
Custom footer: 2500 characters
Call-to-action: 25 characters
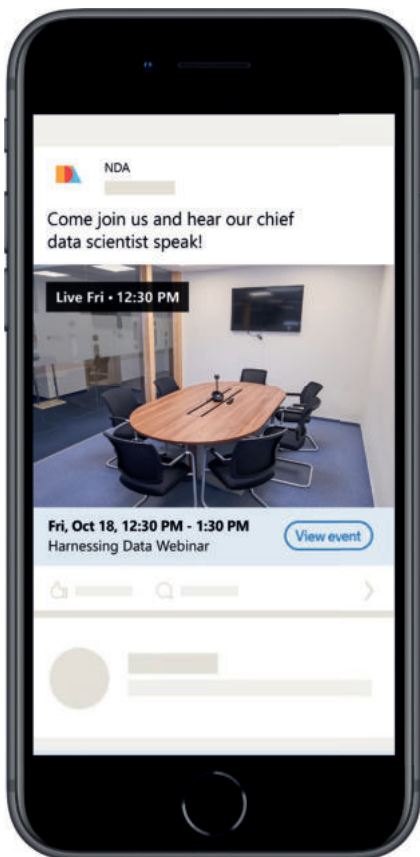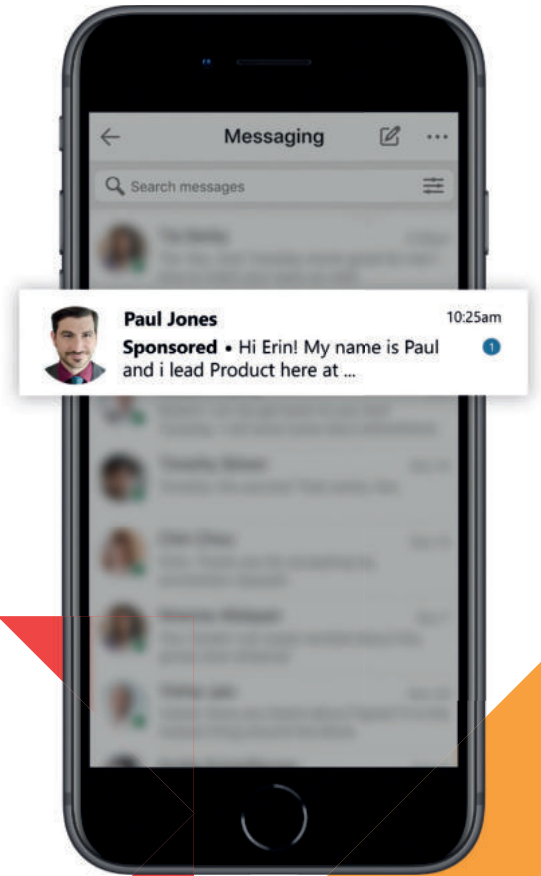
Event Ads

Event ads allow you to promote LinkedIn Events from your Page to a defined audience. As a Sponsored Content ad format, event ads are displayed in a member's LinkedIn feed on desktop and mobile devices and optimized to highlight important event details.

Technical settings

Image ratio: 4:1 (image will be pulled from the Event page)

Event name (optional): 255 characters
Introductory text : 600 characters

Event URL: Required, LinkedIn Event page URLs only

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Technical settings

Form name: up to 256 characters
Offer headline: up to 60 characters.
Offer details: up to 70 characters
Privacy policy URL: must start with http:// or https://
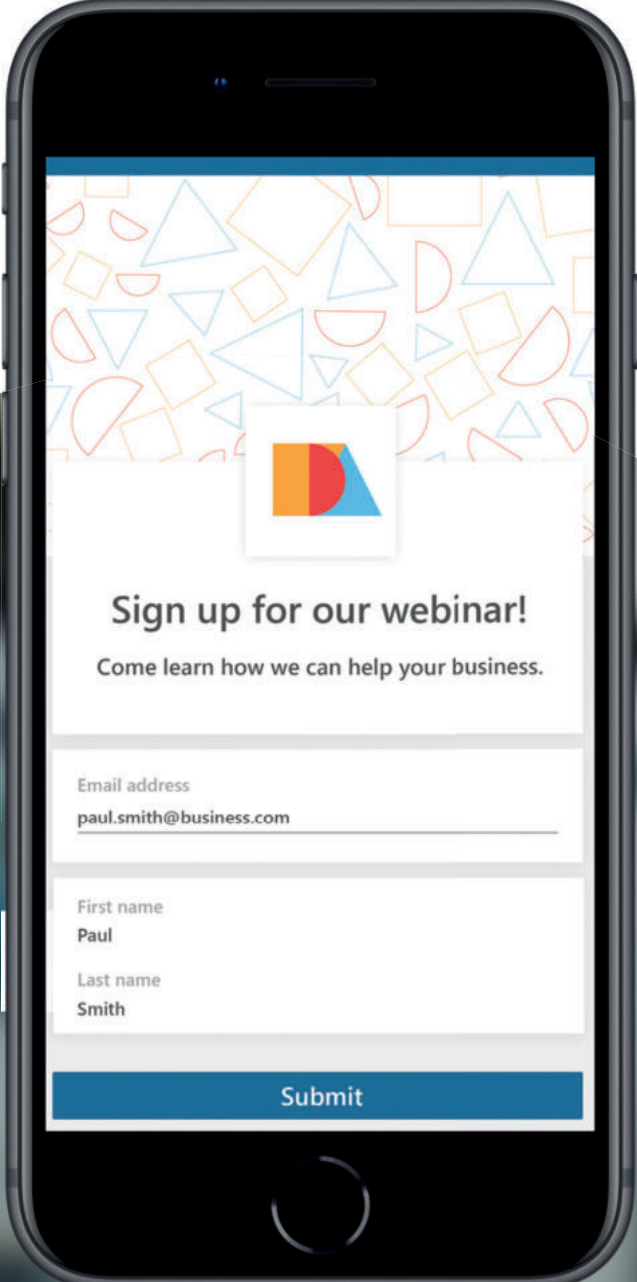
Lead Gen Forms

Lead Gen Forms are templates that can be atta-
ched to a single image, carousel image, video, mes-
sage, or conversation ad to collect information from
the member if they click on the call-to-action but-
ton. The form is automatically filled with the mem-
ber's contact and profile information.

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