

Snapchat. Ad Formats.

A short explanation







Single Image or Video Ads





A Single Image or Video ad is a full screen mobile ad that can be used for all business objectives, from awareness all the way through to purchase. Since they're fullscreen — they never compete for a viewer's attention with other content or ads. These ads appear in between or after content on Snapchat, such as User Stories, Publishers, Creators, and Our Stories.

Technical settings

Image

-  **Image file size:** 5 MB or less
-  **Image format:** PNG or JPEG
-  **Size:** 1080 x 1920px minimum
-  **Ratio:** 9:16 aspect ratio

Video








-  **Video format:** .mp4 or .mov and H.264 encoded
-  **Video file size:** 1 GB or less
-  **Ratio:** 9:16 aspect ratio
-  **Video length:** 3 to 180 seconds
(if file size does not exceed 1 GB)



Collection Ads

Collection ads are formatted like catalogs. They allow you to show up to four products at a time. These ads are placed just like Snap Ads, giving the users the way directly to your shop. However, most of the retailers, using Collection Ads, have found higher engagement rates than other ads. Advertisers can create Collection Ads easily by uploading their product catalog or feed into the Snapchat Ads Manager via a CSV file import.

Technical settings






-  **File type:** .jpg, .png, .mp4, or .mov
-  **Aspect ratio:** 9:16
-  **Resolution:** 1080px x 1920px
-  **Length:** 3-180 seconds
-  **Attachments:** Website, app, long form video or Lens
-  **Brand:** Up to 25 characters with spaces
-  **Headline:** Up to 34 characters with spaces



Story Ads

Snapchat Story Ads allow advertisers to place a branded tile in the Discover section of the Snapchat application. When users tap the tile, it opens into a collection of ads, anywhere between three and twenty placements. Story Ads convey your brand's message in a highly consumable way — whether that's showing off a suite of products, releasing a movie, or always-on branding.

Technical settings






-  **Logo size:** 993 px wide x 284 high
-  **Logo format:** PNG on transparent background
-  **Image size:** 1 high-quality image that is 360 px x 600 px
-  **Image format:** png file, up to 2 MB
-  **Headline:** Up to 55 characters with spaces



Lenses AR Experience

This ad type allows brands to create interactive moments through augmented reality. Snapchatters can flip up sunglasses, stick out their dog tongue, shake their head to reveal a robot underneath, all with a brand logo stuck in the corner. Face Lenses feature innovative technology to recognize a user's eyes, mouth, and head to transform into the characters your brand creates.

Technical settings

-  **Frame rate (iPhone 6 and higher):** 27 FPS or higher
-  **Frame rate (Android Galaxy S6 and higher):** 15 FPS or higher
-  **Memory:** In Snapchat, the Lens should consume max. 150 MB RAM memory.
-  **Exported lens size:** Zipped Lens should be no more than 4 MB
-  **Texture size:** No texture should exceed 2048x2048 resolution. No mesh should exceed 65,536 triangles.



Commercials

Commercial ad type is generally used by brands to drive awareness among the Snapchat users with a 6-second, non-skippable video. Furthermore, this is implemented within the high-quality premium content. Standard Commercials are non-skippable 3 to 6 second ads, whereas Extended Play Commercials are 3 to 180 seconds, and only the first 6 seconds are non-skippable.

Technical settings

- **File type:** .mp4 or .mov (H.264 encoded)
- **Aspect ratio:** 9:16
- **Resolution:** 1080px x 1920px
- **Length:** 3-180 seconds
- **Attachments:** Website, long form video, or AR Lens
- **File size:** Video (32 MB or less)



Filters

Filters allow brands to take part in the hundreds of millions of Snaps sent between friends each day on Snapchat. They are creative overlays that can be added to photo or video messages. Furthermore, users can swipe to add filters in their photos or videos. Through this feature, advertisers can insert themselves into the audience conversation to create brand awareness.

Technical settings

- **File format:** PNG asset with a transparent background
- **Resolution:** 1080px x 2340px
- **Visible** brand logo or brand name
- **File size:** 300KB or less
- **Transparency:** At least 50% of the image must be transparent