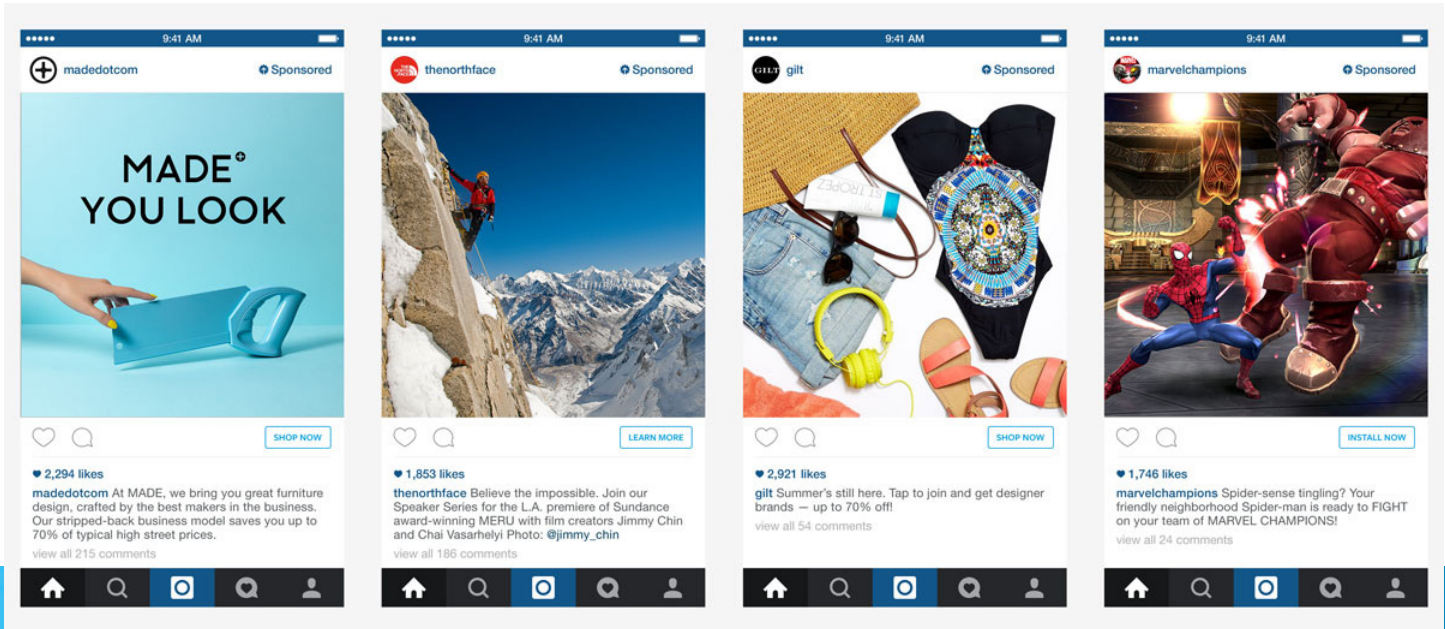


Instagram Advertising



Build Your Business on Instagram

REACH THE PEOPLE WHO MATTER THE MOST TO YOUR BUSINESS BY THESE TARGETING OPTIONS:
(You must have a Facebook page for your business to run Instagram ads)

Location

Target people based in specific locations like states, provinces, cities or countries.

Interests

Reach people based on interests like apps they use, ads they click and accounts they follow

Custom Audiences

Run ads to customers you already know based on their email address or phone numbers

Demographics

Narrow your audience based on information like age, gender and languages

Behaviors

Define your audience by activities they do on and off Instagram and Facebook

Lookalike Audiences

Find new potential customers who are similar to your existing customers

To ensure you're creating high-quality Instagram ads, keep the following design recommendations and requirements in mind:

IMAGE SIZE

The recommended image size for an Instagram ad in the square or landscape format is **1080 x 1080 pixels**

CAPTION LENGTH

The caption you use for your Instagram ad will appear below the image and may include **up to 300 characters.**

ASPECT RATIO

The aspect ratio for an Instagram ad in the square format is 1:1. If you use the landscape format, your image or video can have an aspect ratio of up to 4:5. If your image has an aspect ratio of 4:5, the minimum resolution for the image should be at least 600x720.

Square: 1:1 / Landscape 4:5

WEBSITE URLS IN CAPTIONS

As a best practice, we recommend you avoid using URLs in your Instagram ad's text. **URLs will not be clickable from your ad's text field**