

Images

<https://www.facebook.com/business/ads-guide/update/image>

Design Recommendations

- File Type: JPG or PNG
- Ratio: 1.91:1 to 1:1
- Resolution: At least 1080 x 1080 pixels

Text Recommendations

- Primary Text: 125 characters
- Headline: 27 characters
- Description: 27 characters

Technical Requirements

- Maximum File Size: 30MB
- Minimum Width: 600 pixels
- Minimum Height: 600 pixels
- Aspect Ratio Tolerance: 3%

Panoramas or 360 Photos

Panoramas and 360 photos may be used on Facebook as an interactive experience with some objectives. Facebook recognizes and processes these photos by looking for camera-specific metadata found in photos taken using 360-ready devices.

Video

<https://www.facebook.com/business/ads-guide/update/video>

Design Recommendations

- File Type: MP4, MOV or GIF
- Ratio: 1:1 (for desktop or mobile) or 4:5 (for mobile only)
- Video Settings: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+
- Resolution: At least 1080 x 1080 pixels
- Video Captions: Optional, but recommended
- Video Sound: Optional, but recommended

Videos should not contain edit lists or special boxes in file containers.

Text Recommendations

- Primary Text: 125 characters
- Headline: 27 characters
- Description: 27 characters

Technical Requirements

- Video Duration: 1 second to 241 minutes
- Maximum File Size: 4GB
- Minimum Width: 120 pixels
- Minimum Height: 120 pixels

360 Videos

With some objectives, you can use a 360 video. When people see this type of ad, they can turn their device or drag their finger to move around within the video and explore every angle.

Carousel

<https://www.facebook.com/business/ads-guide/update/carousel>

Design Recommendations

- Image File Type: JPG or PNG
- Video File Type: MP4, MOV or GIF
- Ratio: 1:1
- Resolution: At least 1080 x 1080 pixels

Text Recommendations

- Primary Text: 125 characters
- Headline: 32 characters
- Description: 18 characters
- Landing Page URL: Required

Technical Requirements

- Number of Carousel Cards: 2 to 10
- Image Maximum File Size: 30MB
- Video Maximum File Size: 4GB
- Video Duration: 1 second to 240 minutes
- Aspect Ratio Tolerance: 3%

Collection

facebook.com/business/ads-guide/update/collection

Design Recommendations

The cover image or video that displays in your collection ad uses the first media asset from your Instant Experience.

- Image Type: JPG or PNG
- Video File Type: MP4, MOV or GIF
- Ratio: 1:1
- Resolution: At least 1080 x 1080 pixels

Text Recommendations

- Primary Text: 125 characters
- Headline: 40 characters
- Landing Page URL: Required
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Technical Requirements

- Instant Experience: Required
- Image Maximum File Size: 30MB
- Video Maximum File Size: 4GB