





**Ad type:**

# Feed Image Ads

**File Type:** JPG or PNG

**Ratio:** 1:1

**Resolution:** At least 1080 x 1080 pixels

**Min. Aspect Ratio:** 400 x 500

**Max. Aspect Ratio:** 191 x 100

**Max. File Size:** 30 MB

**Min. Width:** 500 pixels

**Headline:** 40 characters

**Primary Text:** 125 characters

**Max. # of Hashtags:** 30





**Ad type:**

# Feed Video Ads

**File Type:** MP4, MOV or GIF

**Ratio:** 4:5

**Resolution:** At least 1080 x 1080 pixels

**Duration:** 1 sec to 60 mins

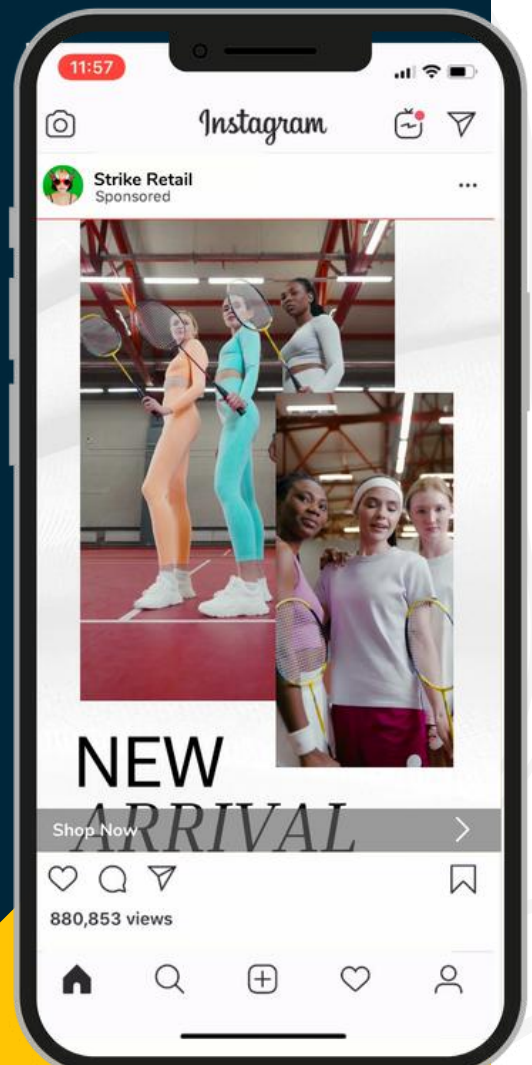
**Max. File Size:** 4 GB

**Captions:** Optional

**Sounds:** Optional

**Primary Text:** 125 characters

**Max. # of Hashtags:** 30





**Ad type:**

# Carousel Ads

**Video Type:** MP4, MOV or GIF

**Image Type:** JPG or PNG

**Resolution:** At least 1080 x 1080 pixels

**Video duration:** 1 sec to 240 mins

**Ratio:** 1:1

**Video Max. File Size:** 4 GB

**Image Max. File Size:** 30 MB

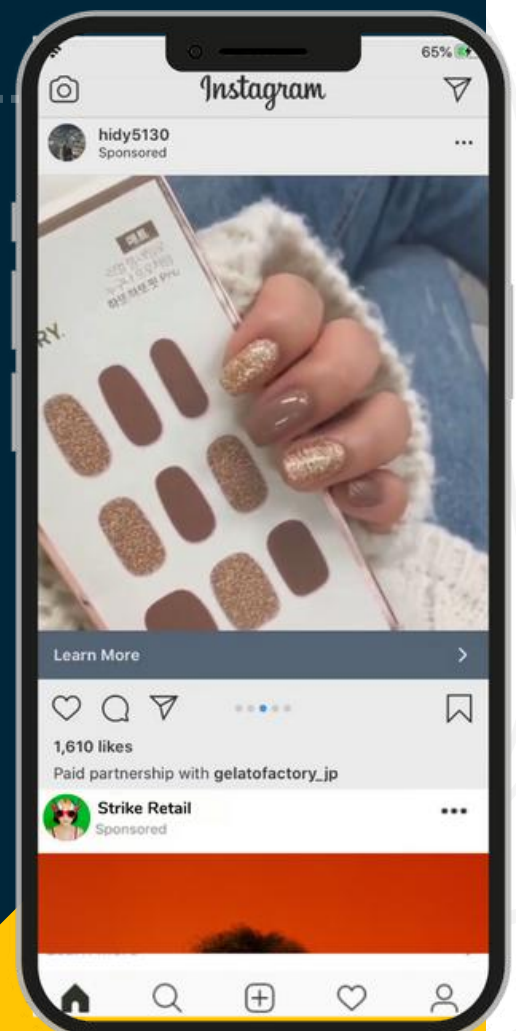
**Landing Page URL:** Required

**# of Carousel Cards:** 2-10

**Headline:** 32 characters

**Description:** 18 characters

**Primary Text:** 125 characters





**Ad type:**

# Stories Image Ads

**Image File Type:** JPG or PNG ●

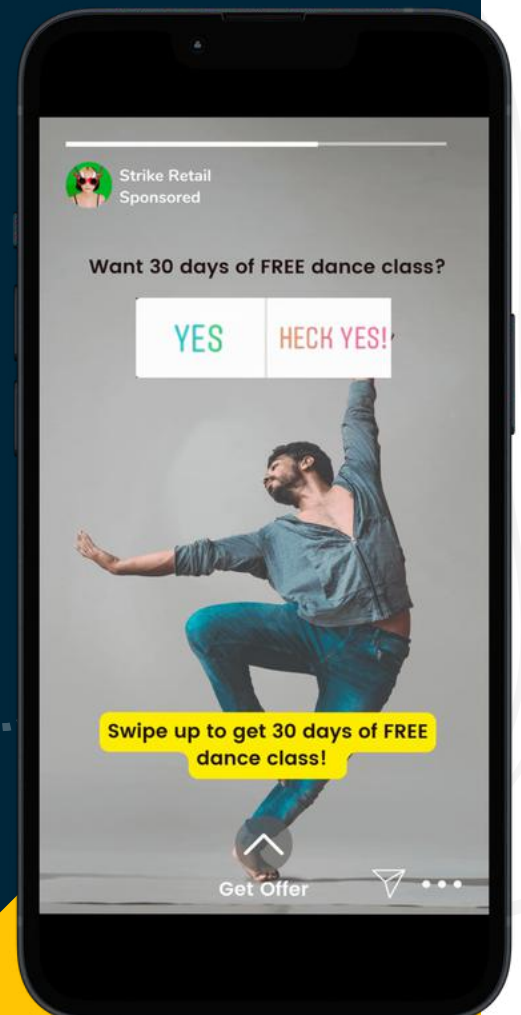
**Ratio:** 9:16

**Resolution:** At least 1080 x 1080 pixels

**Max. File Size:** 30 MB ●

**Min. Width** 500 pixels

**Primary Text:** 125 characters ●





**Ad type:**

# Stories Video Ads

**File Type:** MP4, MOV or GIF ●

**Ratio:** 9:16

**Resolution:** At least 1080 x 1080 pixels

**Video duration:** 1 sec to 60 mins

**Captions:** Optional ●

**Sounds:** Optional

**Primary Text:** 125 characters

**Max. File Size:** 4 GB

**Min. Width** 500 pixels

**Video settings:** ●

H.264 compression, square pixels, fixed frame rate, progressive scan, and stereo AAC audio compression at 128kbps+





**Ad type:**

# Stories Carousel Ads

**Video Type:** MP4, MOV or GIF ●

**Image Type:** JPG or PNG

**Resolution:** At least 1080 x 1920 pixels

**Ratio:** 1:1

**Video Max. File Size:** 4 GB ●

**Image Max. File Size:** 30 MB

**Video duration:** 1 sec to 15 secs

**Primary Text:** 125 characters

**Headline:** 40 characters

**Landing Page URL:** Required

**# of Carousel Cards:** 2-10 ●





**Ad type:**

# Slideshow Ads

**Video Type:** MP4, MOV or GIF ●

**Image Type:** JPG or PNG

**Audio Type:** WAV, MP3, M4A, FLAC AND OGC

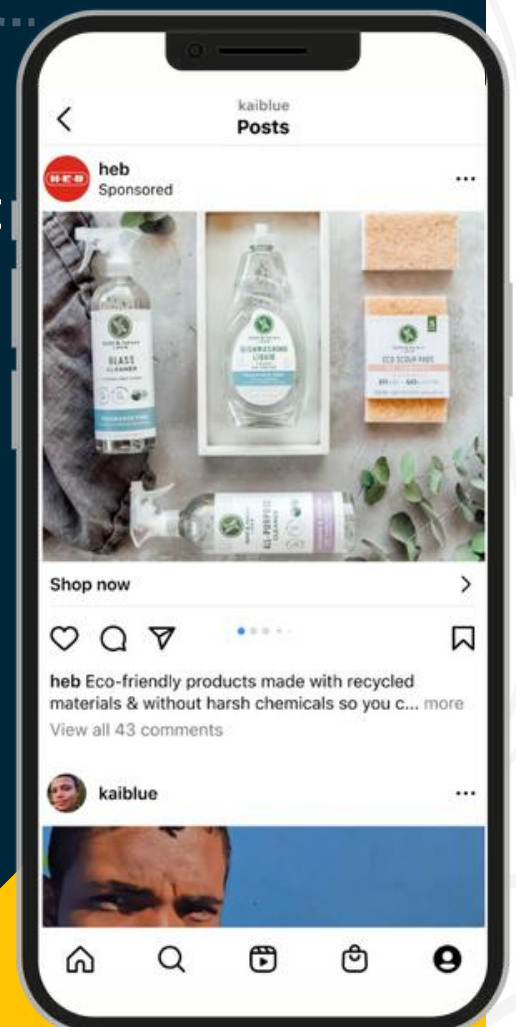
**Image Size:** 600 x 600 px, ●  
max. 1080 x 1080

**Text Limit:** Two rows of text  
will be displayed

**Image duration:** max of 50  
secs per  
image

**Caption:** 125 characters ●

**Media Type:** Audio & Images







**Ad type:**

# Reels Ads

**File Type:** MP4, MOV

**Ratio:** 9:16

**Resolution:** At least 500 x 888 pixels

**Video duration:** 0 secs to 15 mins

**Captions:** Optional

**Sounds:** Optional

**Primary Text:** 72 characters

**Max. File Size:** 4 GB

**Video settings:**

H.264 compression, square pixels, fixed frame rate, progressive scan, and stereo AAC audio compression at 128kbps+





**Ad type:**

# Explore Image Ads

**Image File Type:** JPG or PNG ●

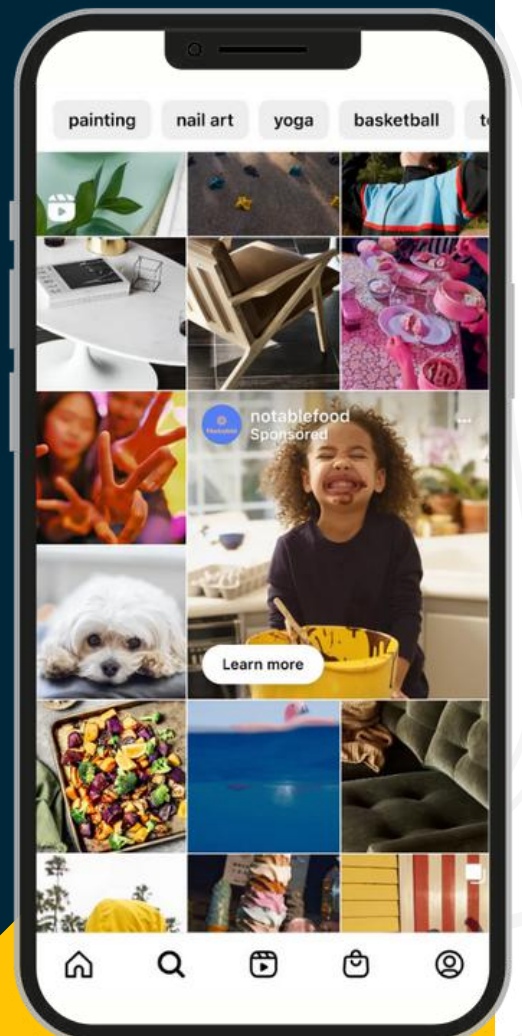
**Ratio:** 9:16

**Resolution:** At least 1080 x 1080 pixels

**Max. File Size:** 30 MB

**Min. Width** 500 pixels ●

● **Primary Text:** 125 characters





**Ad type:**

# Explore Video Ads

**File Type:** MP4, MOV or GIF ●

**Ratio:** 4:5

**Resolution:** At least 1080 x 1080 pixels

**Video duration:** 1 sec to 60 mins

**Captions:** Optional ●

**Sounds:** Optional

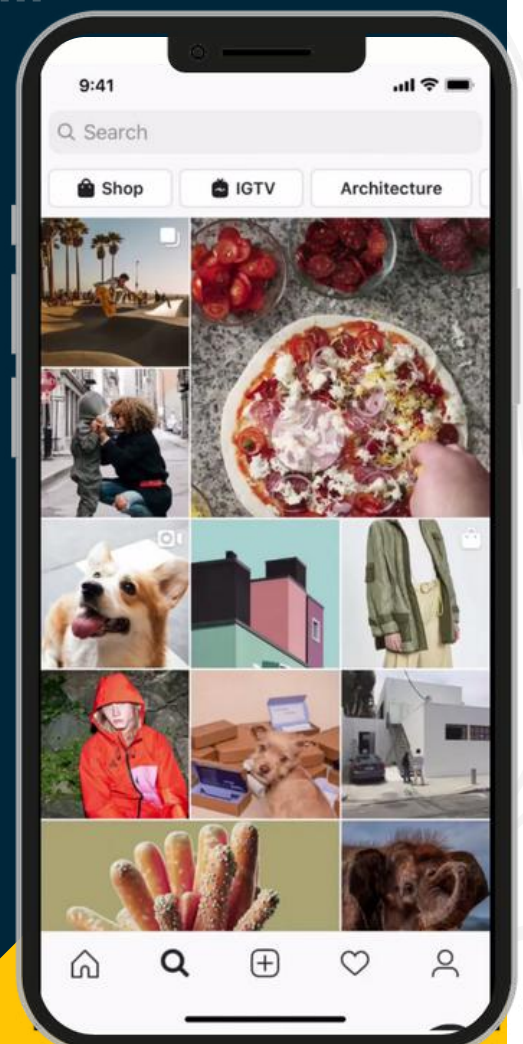
**Primary Text:** 125 characters

**Max. File Size:** 4 GB

**Min. Width** 500 pixels

**Video settings:** ●

H.264 compression, square pixels, fixed frame rate, progressive scan, and stereo AAC audio compression at 128kbps+





**Ad type:**

# Collection Ads

**Video Type:** MP4, MOV or GIF ●

**Image Type:** JPG or PNG

**Resolution:** At least 1080 x 1080 pixels

**Ratio:** 1:1

**Video Max. File Size:** 4 GB ●

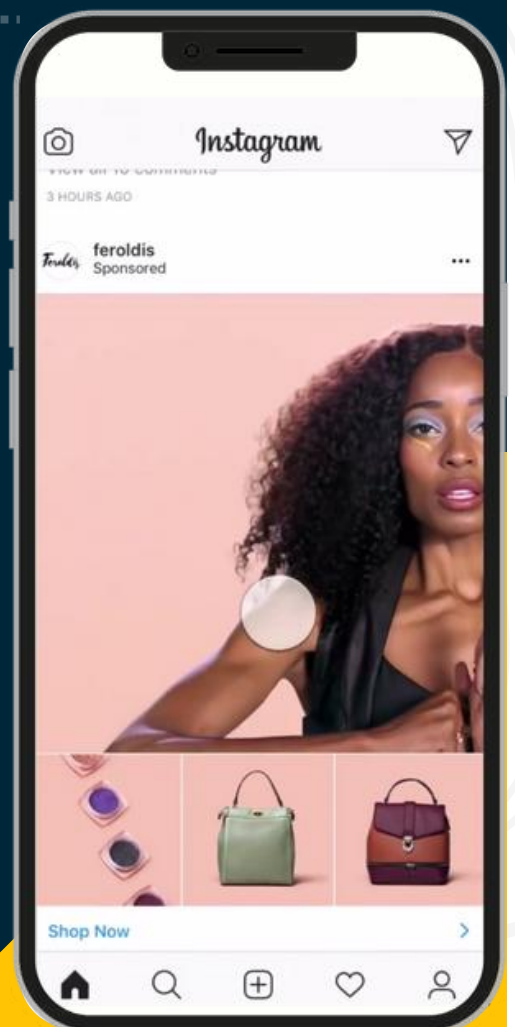
**Image Max. File Size:** 30 MB

● **Primary Text:** 125 characters

**Headline:** 40 characters

**Landing Page URL:** Required

**Instant Experience:** Required





**Ad type:**

# Shopping Ads

**File Type:** MP4, MOV or GIF ●

**Ratio:** 4:5

**Resolution:** At least 1080 x 1080 pixels

**Video duration:** 1 sec to 60 mins

**Max. File Size:** 4 GB ●

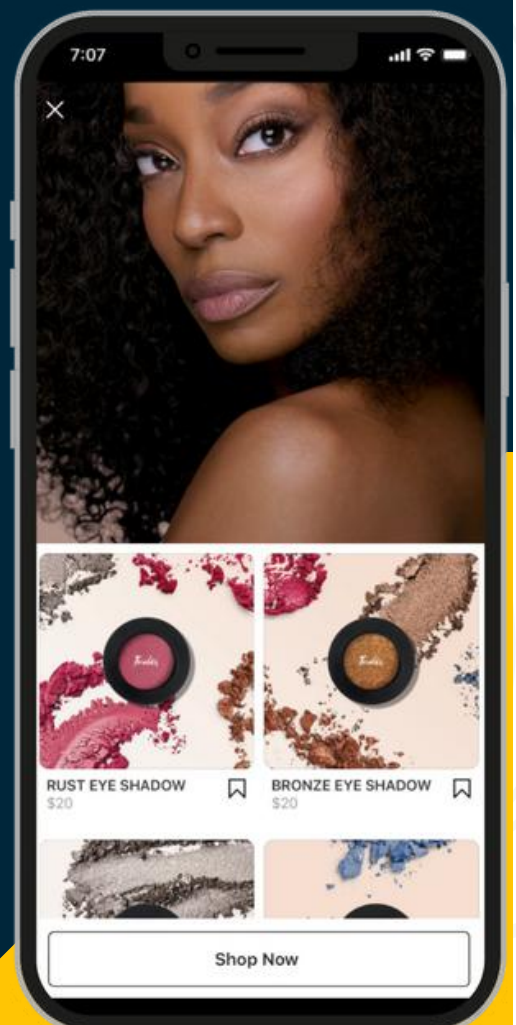
**Min. Width** 500 pixels

**Captions:** Optional ●

**Sounds:** Optional

**Primary Text:** 125 characters

**Max. # of Hashtags:** 30



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