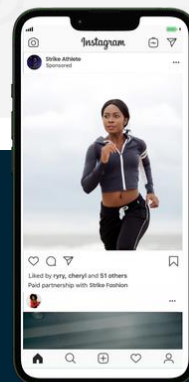




# Instagram Partnership Ads

Eligible Ad Formats, Objectives, Placements, and Checklist



## 53%

increase in CTRs. A [recent study](#) found that campaigns combining traditional ads with partnership ads achieved this impressive jump, along with a 19% decrease in cost per action.

## Choosing the Eligible Ad Formats

When creating content to partner with a brand on Instagram, there are certain formats that work and some that don't.

- 1** **Feed Ads:** Includes single image ads, video ads, and carousel ads. [Click to see more info here.](#)
- 2** **Stories Ads:** Only allow a maximum of 5 stickers and do not support certain stickers. [Click to see more info here.](#)
- 3** **Reels Ads:** Organic post that are not eligible to turn into an ad includes reels that were published before Oct 15, 2021. [Click here for additional eligibility criteria.](#)

## Requirements Checklist

### Professional Account

Creators must have a professional account on Instagram to use branded content ads.

### Partner Eligibility Requirements

To post branded content or run partnership ads on Instagram, creators, publishers, and other professional accounts must pass and remain compliant with our eligibility requirements.

### Paid Partnership Label

If you are turning an existing post into a branded content ad, make sure to add the paid partnership label to the post.

By following these guidelines, creators can increase their eligibility to monetize content using Instagram Partnership Ads.



See the objectives and conversion locations you can choose from when creating your partnership ad [here](#).

# Feed Ads

Includes single image ads, video ads, and carousel ads.

**Take note:** Reminders Ads are not accepted.

Supported Format	Best Practices	Ad Specs
Single Feed Image	Showcase your product in a single image with a quick description and a call to action.	<ul style="list-style-type: none"><li>• Min. resolution of 1080 x 1080 px</li><li>• Max file size of 30 MB</li></ul>
Video Ads	Use square videos for posts and vertical for Stories & Reels.	<ul style="list-style-type: none"><li>• Min. resolution of 1080 x 1080 px</li><li>• Max. file size of 4 GB</li><li>• Max. length of 60 mins</li></ul>
Carousel ads	Great for displaying multiple products or showcasing a single product in detail. Each image/video can link to a different landing page.	<ul style="list-style-type: none"><li>• Up to 10 images or videos.</li><li>• Aspect ratio of 1:1 is recommended for carousel ads</li></ul>

# Reels Ads

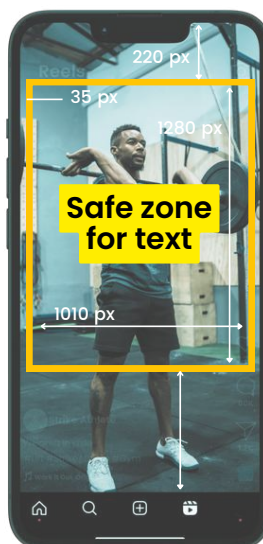
**Reminder:** Use the safe zone to avoid covering the important text, logos, or other key creative elements with the profile icon or call to action.

Features	Supported	Unsupported
Video Length	Up to 15 mins	Longer than 15 mins
Music	<ul style="list-style-type: none"> <li>Royalty-free music from Sound collection</li> <li>Original audio</li> </ul>	<ul style="list-style-type: none"> <li>Copyrighted music, unless the advertiser is the rights holder</li> <li>Music from the Instagram music library</li> </ul>
Other Creative Elements		<ul style="list-style-type: none"> <li>GIFs</li> <li>Product tags</li> <li>Face/camera effect</li> <li>Tappable stickers</li> </ul>

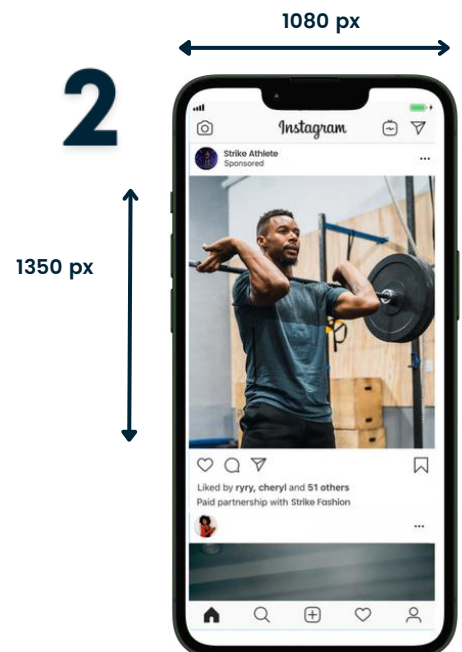
## Reels Ads Safezone

- Text Safe Zone**  
 Text Safe Area: 1080 px x 1920 px  
 Aspect Ratio: Approx 4:5
  - Instagram Reels Feed View**  
 Feed View: 1080 px x 1350 px  
 Aspect Ratio: 4:5
- [Learn more about Safe Zone here.](#)

1



2



# Stories Ads

**Reminder:** Up to 5 stickers and tappable text are supported.

Features	Supported	Unsupported
<b>Video Length</b>	Up to 60 seconds	Longer than 60 seconds (except in Ads Manager with existing Story)
<b>Stickers &amp; Tappable Text</b>	<ul style="list-style-type: none"> <li>• Creator/partner mentions</li> <li>• Countdown sticker</li> <li>• Location sticker</li> <li>• Hashtag</li> <li>• Tappable text</li> </ul>	<ul style="list-style-type: none"> <li>• Mentions of other accounts</li> <li>• Multiple countdown stickers</li> <li>• Poll stickers (except in Ads Manager with existing Story and limited to one),</li> <li>• Swipe up CTA (except in Ads Manager with existing Story)</li> <li>• Link stickers</li> </ul>
<b>Music</b>	<ul style="list-style-type: none"> <li>• Royalty-free music from Sound collection</li> <li>• Original audio</li> </ul>	<ul style="list-style-type: none"> <li>• Copyrighted music</li> <li>• Music stickers</li> </ul>
<b>Other Creative Elements</b>		<ul style="list-style-type: none"> <li>• GIFs</li> <li>• Emojis</li> <li>• Reminders</li> <li>• Third party camera effects</li> <li>• Product tags</li> <li>• Face/camera effect</li> </ul>

# Objectives & Supported Conversion Locations

Objective	Conversion Location
<b>Awareness</b> (Brand Awareness, Reach, Video Views)	a. On your Ad b. Messaging apps
<b>Traffic</b> (Link Clicks, Landing Page Views)	a. Website b. App c. Messaging apps
<b>Engagement</b> (Video Views, Messages, Post Engagement)	a. On your Ad - Video Views b. On your Ad - Post Engagement c. On your Ad - Event Response d. Messaging apps e. Website f. App g. Facebook Page
<b>Leads</b> (Instant Forms, Messages, Calls, Sign Ups)	a. Website b. Instant Forms c. Instant Forms and Messenger d. Instagram e. App
<b>App Promotion</b> (App Installs, App Events)	a. App automatically selected
<b>Sales</b> (Conversions, Catalog Sales, Messages)	a. Website b. Website and shop c. Messaging apps d. App e. Website and App

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