



THE LATEST AD SPECS FOR X



X AD TYPES

Promoted Ads

Text Ads

Image Ads

Video Ads

Carousel Ads

Twitter X Amplify Ad

Amplify Pre-roll

Amplify Sponsorships

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X Live

Recommended stream specifications

Event Page Specifications

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Branded Hashtags

Branded Notifications

Quickly navigate through pages by clicking the links

Promoted Ads

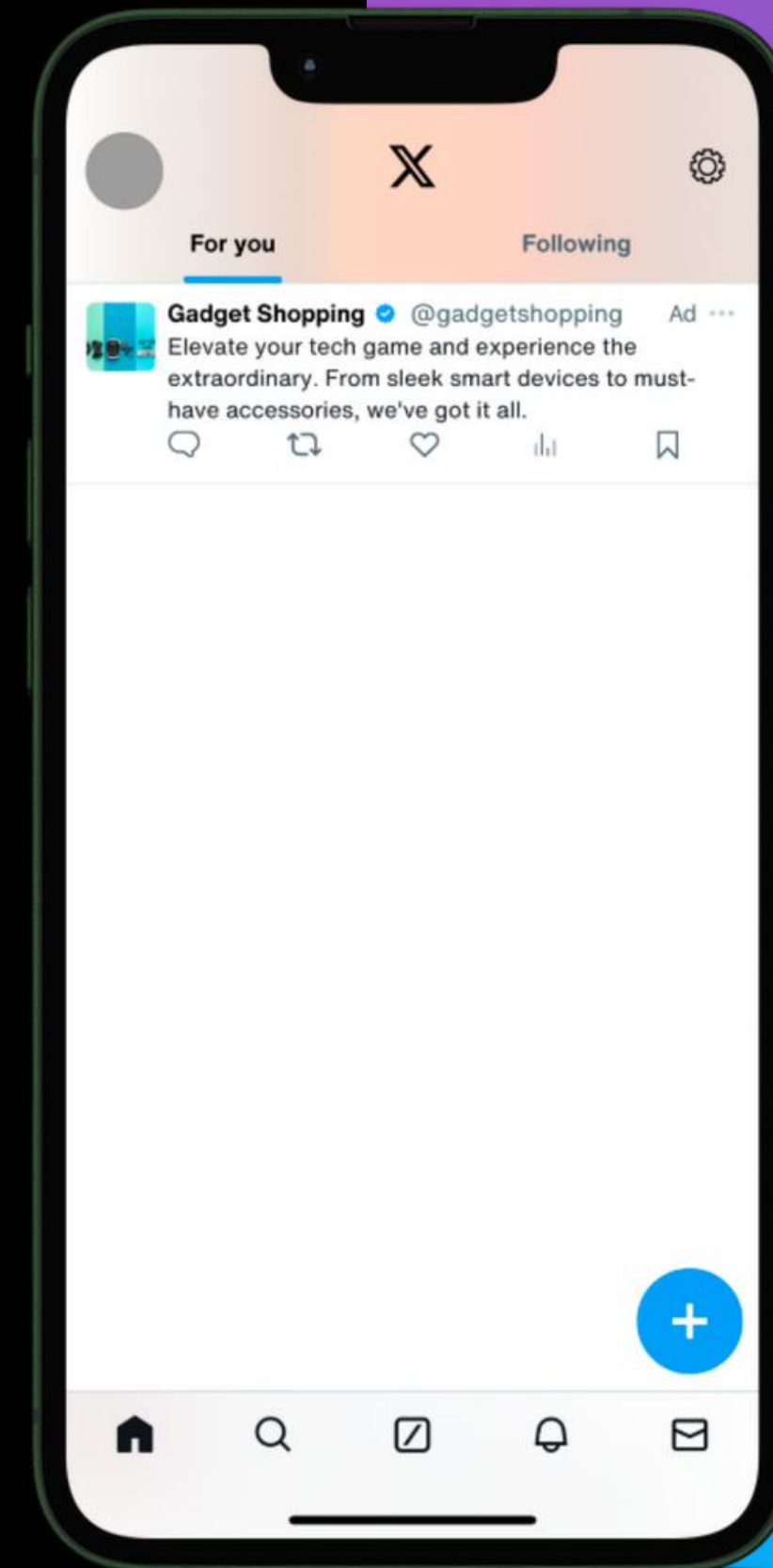
Promoted Ads, like regular Posts, seamlessly integrate into users' feeds, allowing reposting, replies, likes, and more.

[Text Ads](#)

[Image Ads](#)

[Video Ads](#)

[Carousel Ads](#)



Text Ads

With all the elements of a standard Post, these simple and native Text Ads feel like the rest of X content and allow you to expand the reach of your Posts beyond your followers to your desired target audience.

Ad Specs:

Tweet copy: 280 characters. (Note: each link used reduces character count by 23 characters, electing 257 characters for Twitter copy.)

Set-up Guide:

- 1. Set your Goal:** What do you want your Twitter ads to achieve? (e.g., brand awareness, website visits)
- 2. Choose Objective:** Pick an objective in Twitter Ads Manager that aligns with your goal.
- 3. Define Audience:** Narrow down your ideal audience using demographics, interests, and behaviors.
- 4. Create Ads:** Craft compelling text and visuals for your ad(s).
- 5. Launch & Track:** Review settings, launch, and monitor performance in Ads Manager.

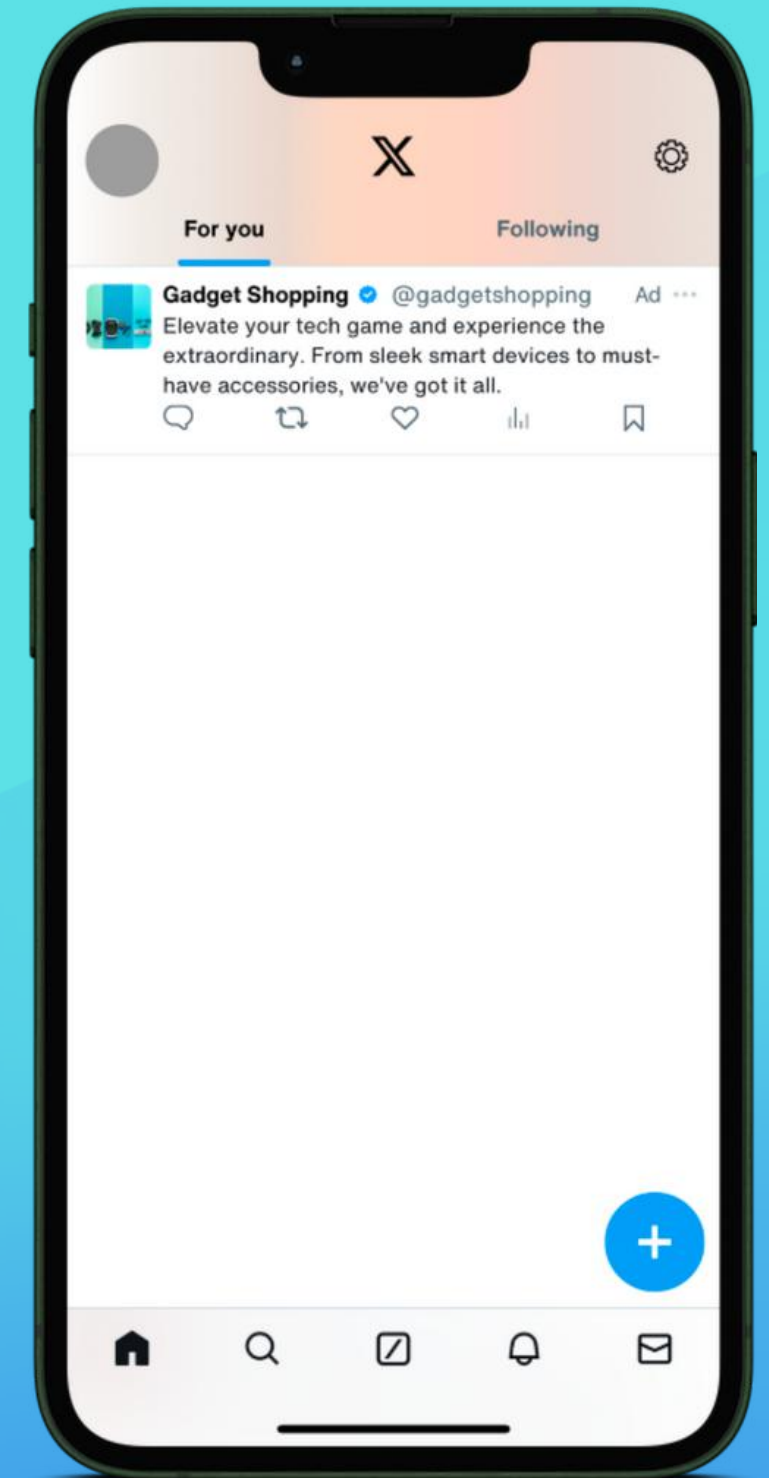


Image Ads

Image Ads allow you to showcase your product or service with a single photo.

Ad Specs:

Tweet copy: 280 characters. (Note: each link used reduces character count by 23 characters, electing 257 characters for Twitter copy.)

Click the links below to see X ad specs for each image ad type:

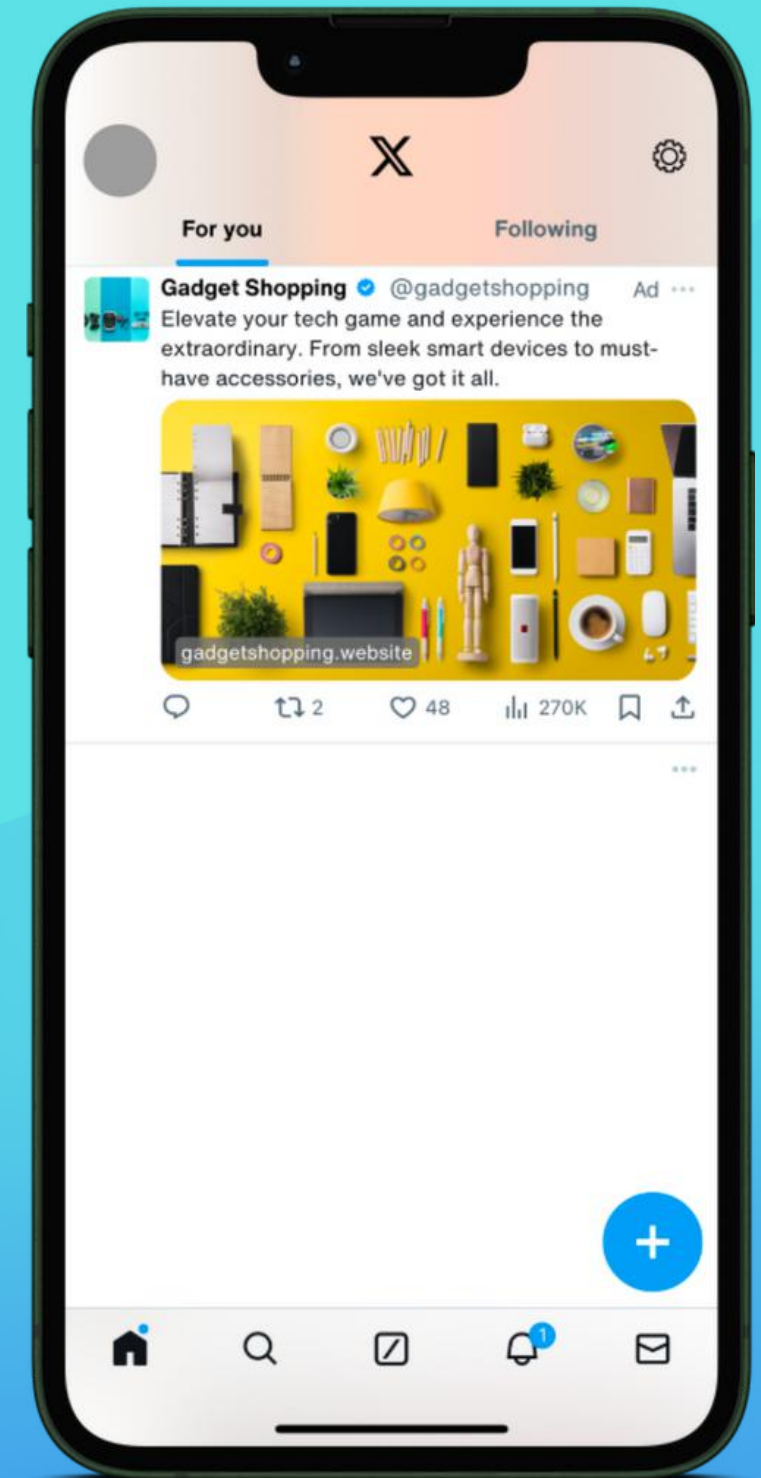
[Image Ads with App Buttons](#)

[Image Ads with Conversation Buttons](#)

[Image Ads with Polls](#)

[Image Ads with Website Buttons](#)

[Standalone Image Ads](#)



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Image Ads with App Buttons

- **Image size:** 800 x 418 pixels is recommended for 1.91:1 aspect ratio. 800 x 800 pixels is recommended for 1:1 aspect ratio.
- **Aspect ratio:** 1.91:1 or 1:1
- **App title:** Truncated at 200 characters. Included from app store; not customizable.
- **Call to Action:** Install, Open, Play, Shop, Book, Connect, and Order

Standalone Image Ads

- **Image size:** 1200 x 1200 pixels is recommended for 1:1 aspect ratio. 1200 x 628 pixels is recommended for 1.91:1 aspect ratio. Larger images will be better optimized for when users click to expand images.
- **Aspect ratio:** 1.91:1 or 1:1. Please note that the legacy composer supports any aspect ratio between 2:1 and 1:1.

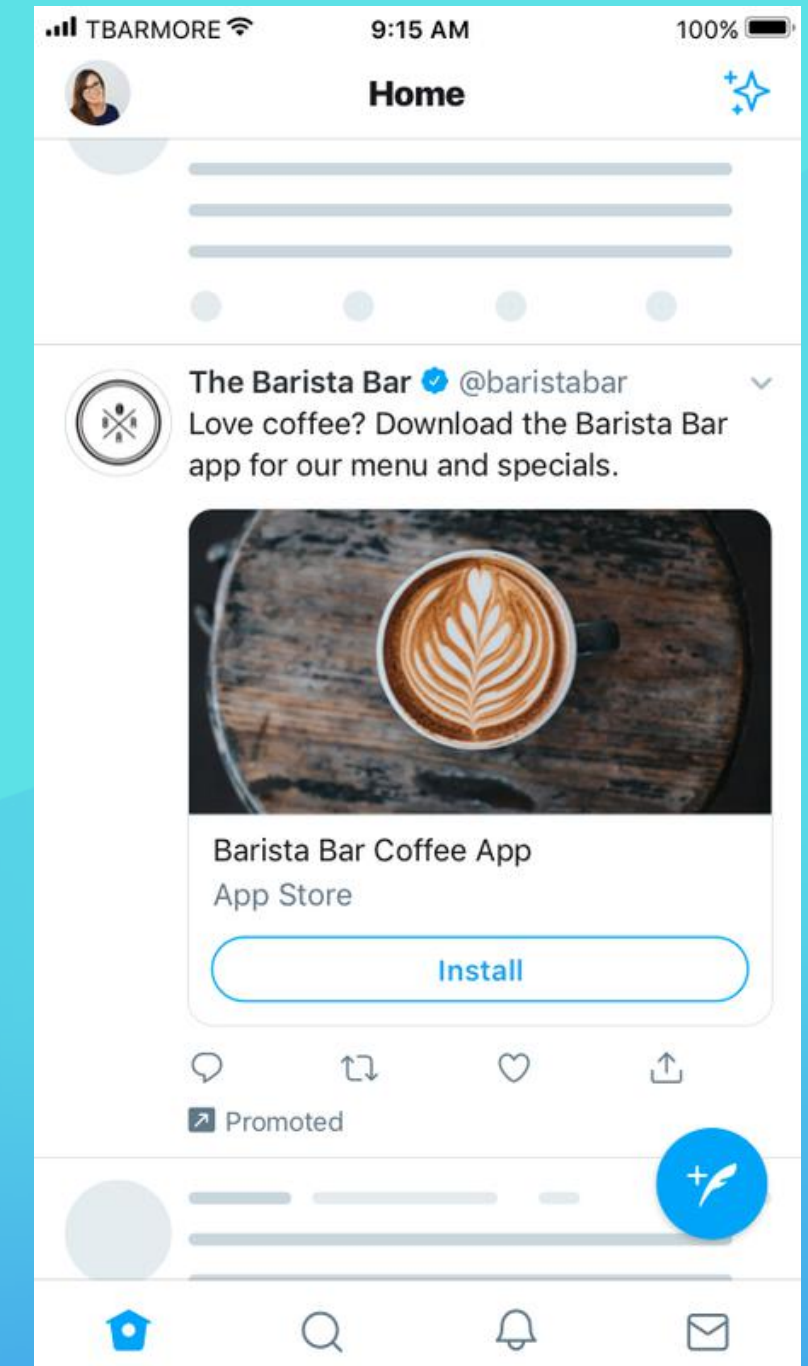




Image Ads with Conversation Buttons

- **Image size:** 800 x 418 pixels is recommended for 1.91:1 aspect ratio.
- **Aspect ratio:** 1.91:1
- **Conversation Card** (original Tweet in timeline)
- **Tweet copy:** 280 characters (same as above)
- **Hashtag:** 21 characters, including the hashtag character
- **Pre-populated user Tweet** (once user clicks on the CTA)
- **Tweet copy:** 256 characters
- **Headline:** 23 characters
- **Thank You Tweet** (after user has Tweeted out the Tweet)
- **Thank you text:** 23 characters
- **Thank you URL (optional):** 23 characters





Image Ads with Polls

- **Image size:** 800 x 418 pixels is recommended for 1.91:1 aspect ratio. 800 x 800 pixels is recommended for 1:1 aspect ratio.
- **Aspect ratio:** 1.91:1 or 1:1. However, 1:1 will crop to 1.91:1 in mobile timeline.
- **GIFs are not supported at this time.**
- **Tweet copy:** Polls can include up to 280 characters of Tweet copy that appear above the image.
- **Poll options:** 2-4 custom poll options
- Once you've written your copy and added your image, you can add two to four custom poll responses to create your poll.
- **Poll copy:** 25 characters each
- Each poll option can include up to a maximum of 25 characters of text (which do not count against the 280 you can include in Tweet copy).
- **Poll duration**
- Select a time between a minimum of 5 minutes and a maximum of 7 days. Poll duration starts when the Tweet is created, not when promoted.

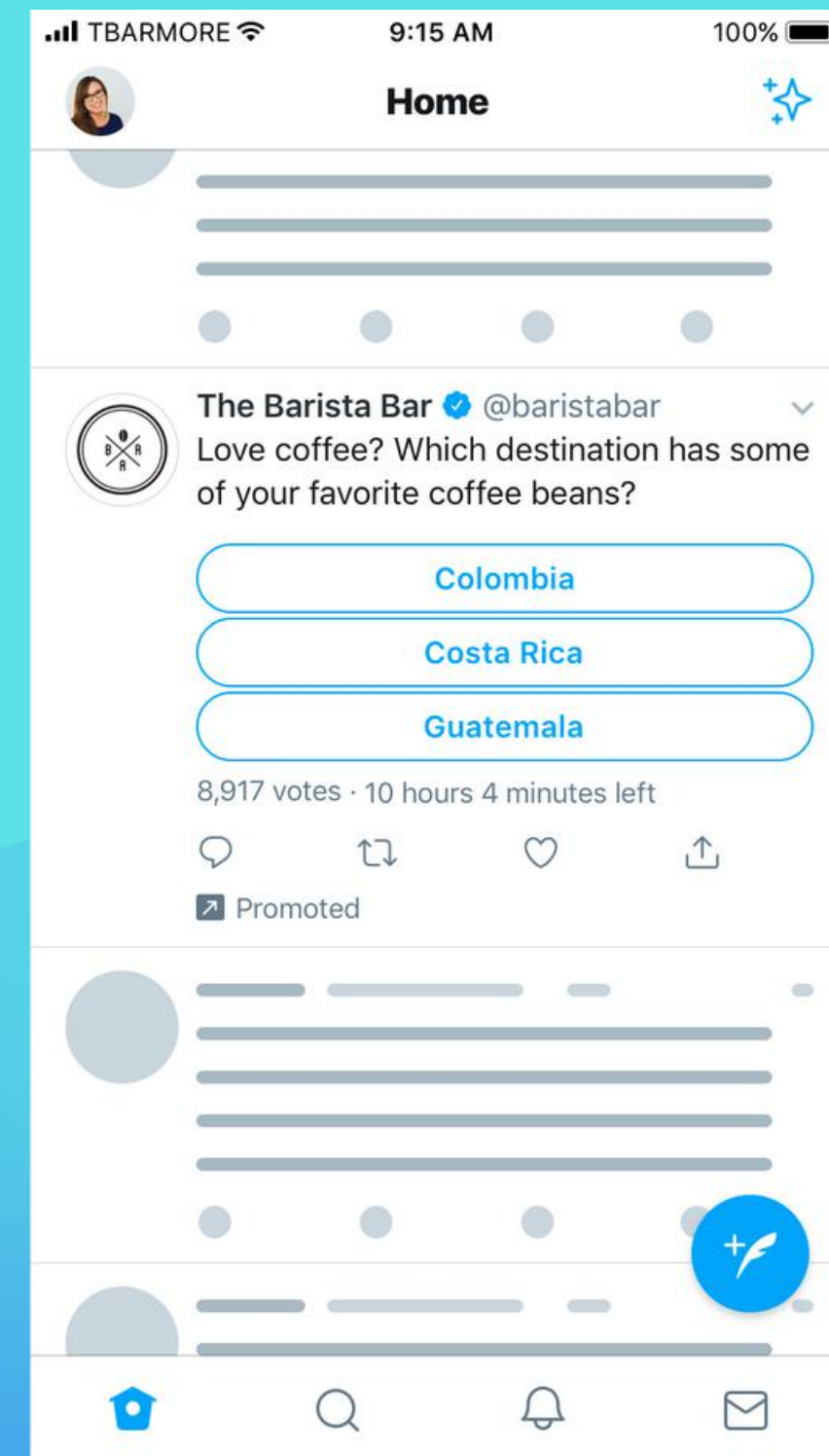




Image Ads with Website Buttons

- **Image size:** 800 x 418 pixels is recommended for 1.91:1 aspect ratio. 800 x 800 pixels is recommended for 1:1 aspect ratio.
- **Aspect ratio:** 1.91:1 or 1:1
- **Website title length:** 70 characters. Please note – depending on device and app settings this description may truncate. Up to two lines of text are rendered on the card title; any text beyond that is truncated with an ellipsis. Although not guaranteed, limiting the description to 50 characters should ensure that truncation won't occur across most devices.
- **URL:** must begin with <http://> or <https://>



Video Ads

Video Ads help bring products to life and drive people to a website, app, or simply to engage with your brand's message.

Click the links below to see X ad specs for each video ad type:

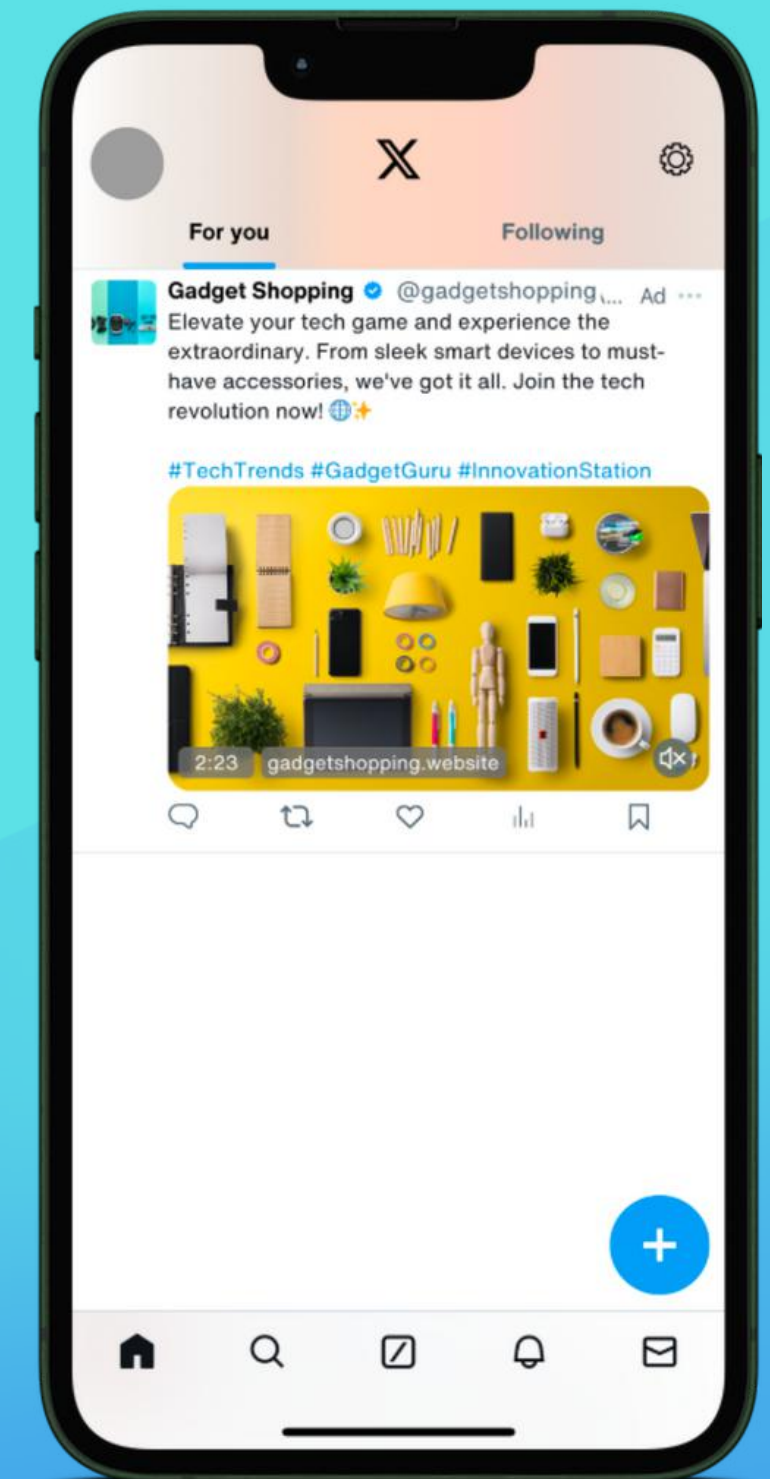
[Standalone Video Ads](#)

[Video Ads with Website Buttons](#)

[Video Ads with App Buttons](#)

[Video Ads with Conversation Buttons](#)

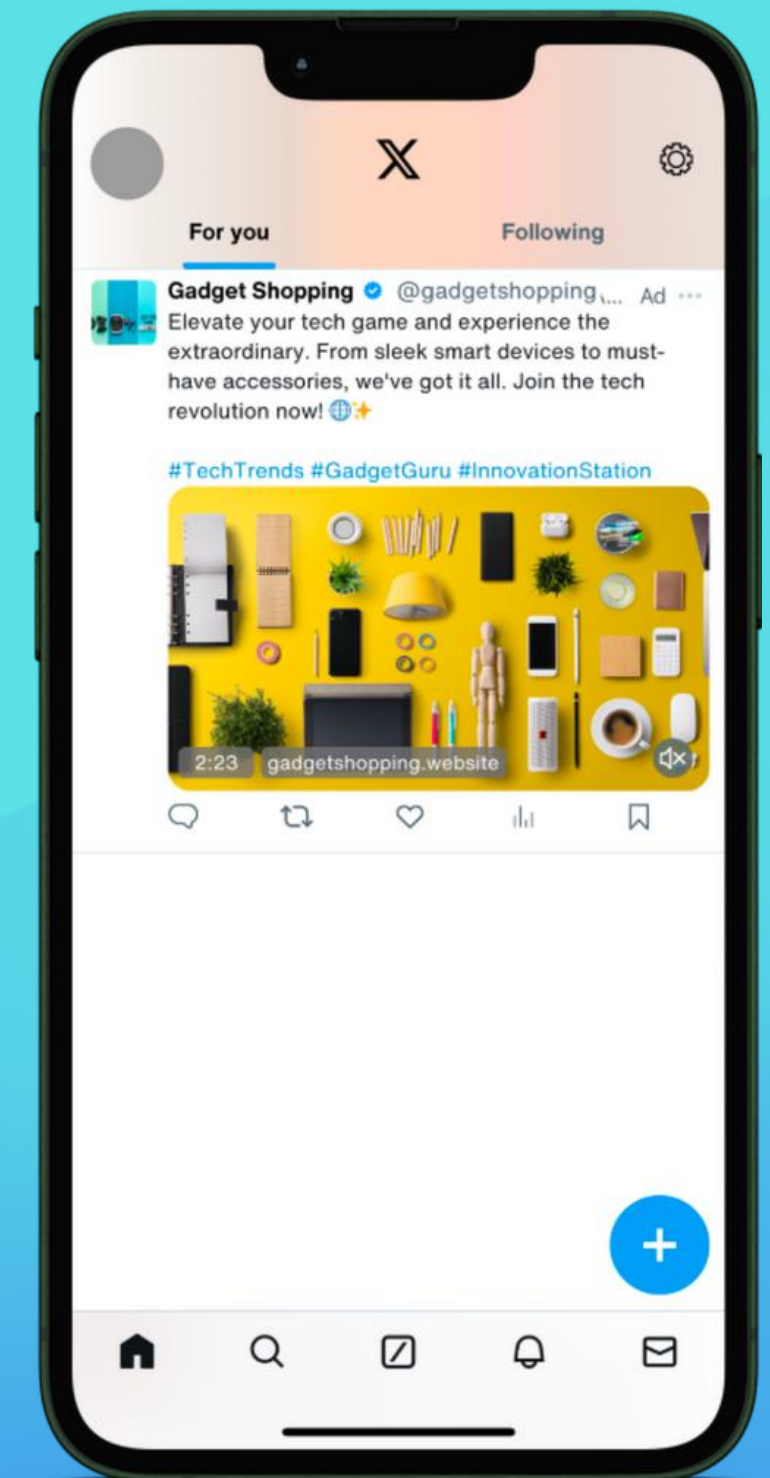
[Video Ads with Polls](#)



[Click to go back to the Main Menu](#)

Video Ads

- **Tweet copy:** 280 characters. (Note: each link used reduces character count by 23 characters, electing 257 characters for Twitter copy.)
- **File types:** MP4 or MOV
- **File size:** 1 GB max. For optimal performance we strongly recommend to keep files under 30 MB.
- **Video length:** 15 seconds or less is recommended. Up to 2:20 is supported. (Select advertisers are eligible to request an increase up to 10 minutes; however, we advise videos to be 9:55 to account for a range of video files. Please contact your Twitter Account Manager for more information.)
- **Branding:** Highly recommended throughout; if using a logo, it should be persistent in the upper left hand corner. Prominent product placement is highly recommended for driving product consideration.
- **Captions:** Closed captioning or text overlays are strongly recommended.
- **Video bitrate:** 6,000 – 10,000k (recommended 6,000k) for 1080p. 5,000k – 8,000k (recommended 5,000k) for 720p.
- **Frame rate:** 29.97FPS or 30FPS. Higher is acceptable (support up to 60FPS). If the available video has a lower frame rate don't try to "upsample" it.
- **Audio codec:** AAC LC (low complexity)
- **Video codec recommendation:** H264, Baseline, Main, or High Profile with a 4:2:0 color space.
- **Thumbnail**
 - **Supported files:** PNG or JPEG
 - **Aspect ratio:** recommend matching sizing of the video
 - **Max size:** 5MB
- **Looping:** Videos will loop if the video length is under 60 seconds.

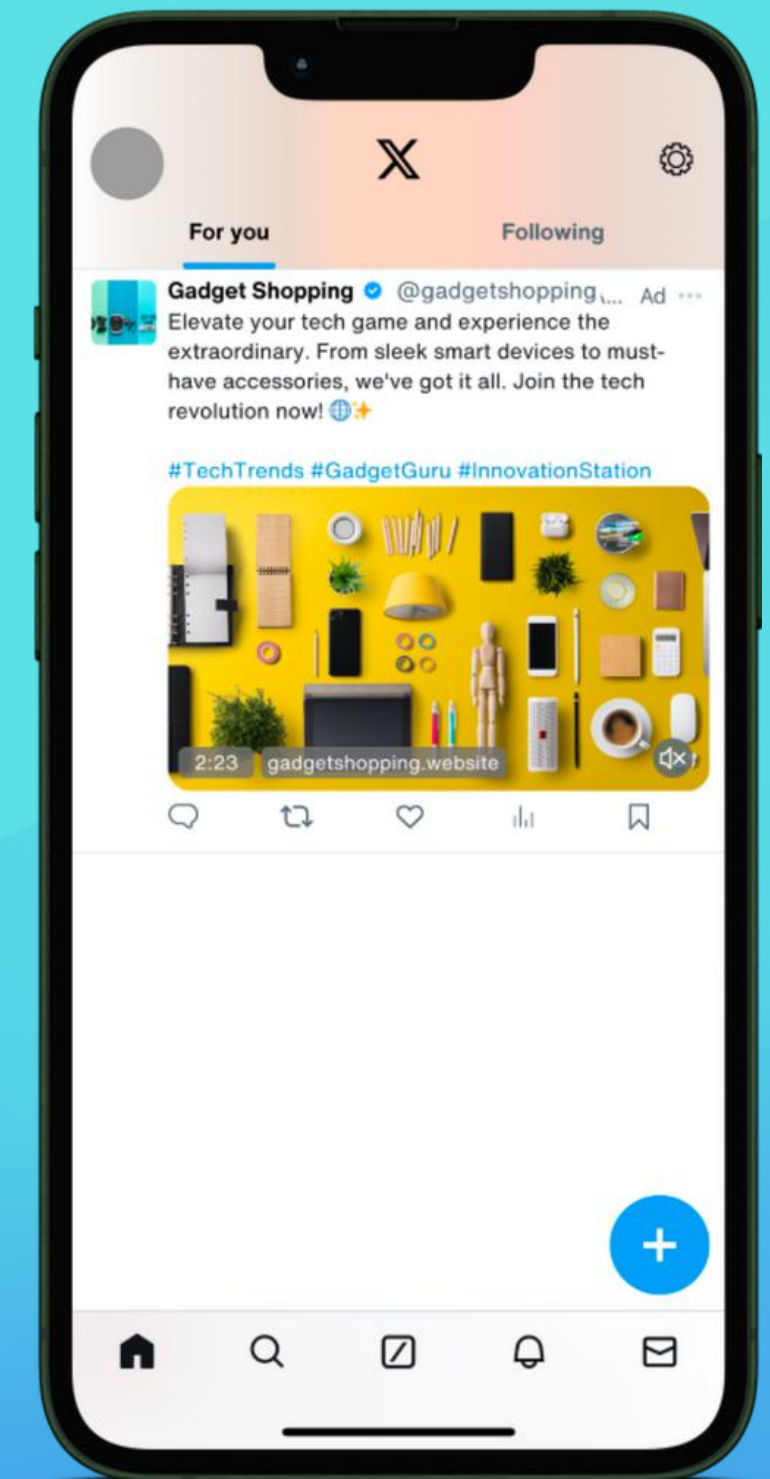


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Standalone Video Ads

- **Video size:** 1200 x 1200 pixels is recommended for 1:1 aspect ratio. 1920 x 1080 pixels is recommended for 16:9 aspect ratio. Larger videos will be better optimized for when users click to expand videos.
- **Aspect ratio:** 16:9 or 1:1. Please note that the legacy composer supports any aspect ratio between 2:1 and 1:1.

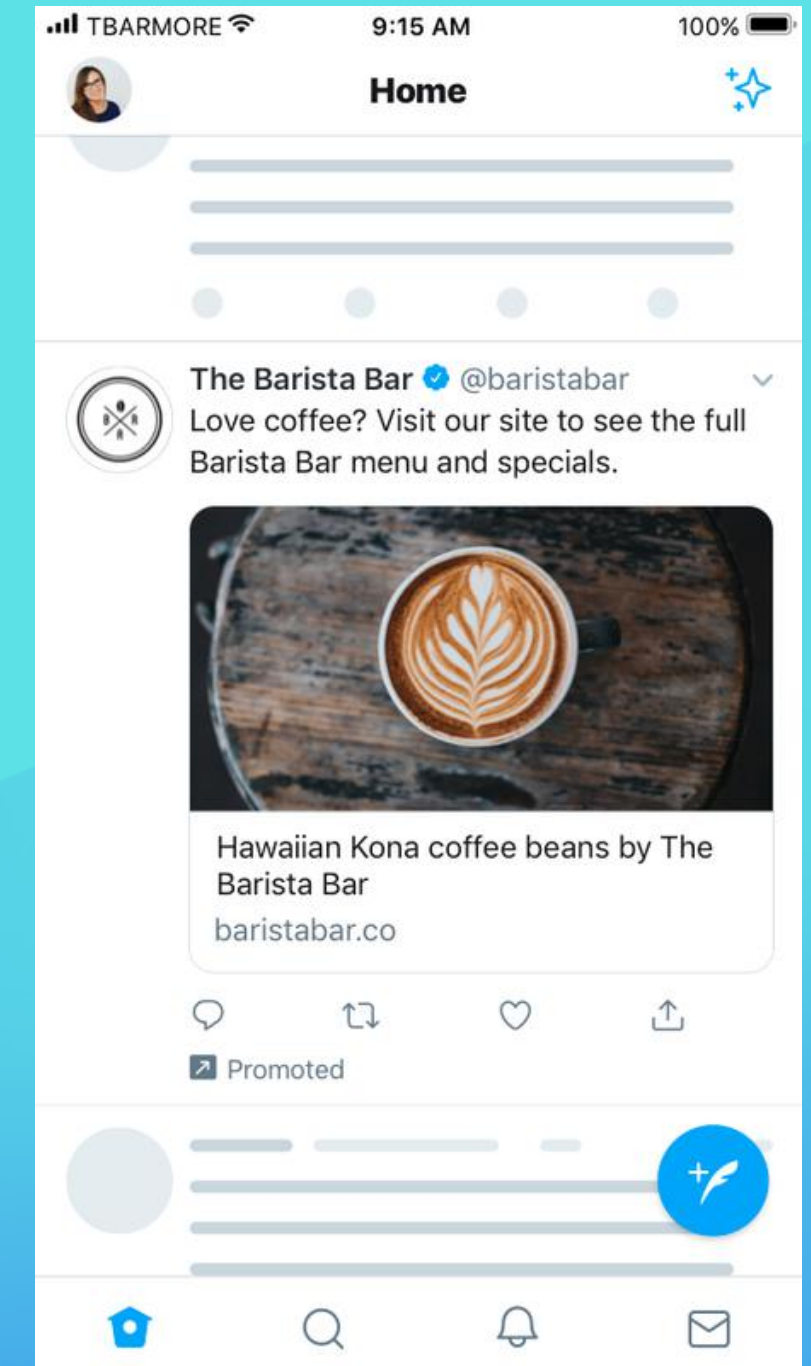


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Video Ads with Website Buttons

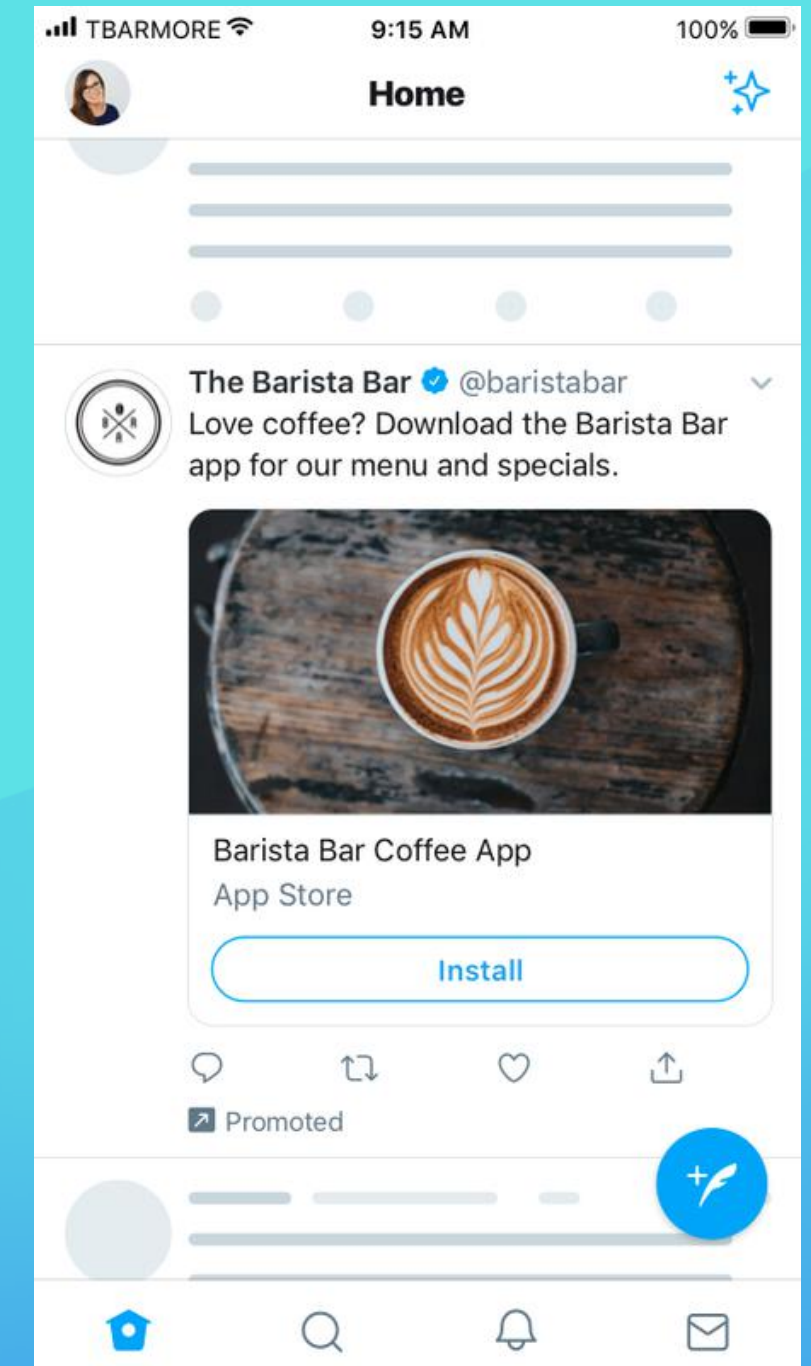
- **Video size:** 800 x 450 pixels is recommended for 16:9 aspect ratio. 800 x 800 pixels is recommended for 1:1 aspect ratio.
- **Aspect ratio:** 16:9 or 1:1
- **Website title length:** 70 characters. Please note – depending on device and app settings this description may truncate. Up to two lines of text are rendered on the card title; any text beyond that is truncated with an ellipsis. Although not guaranteed, limiting the description to 50 characters should ensure that truncation won't occur across most devices.
- **URL:** must begin with <http://> or <https://>





Video Ads with App Buttons

- **Video size:** 800 x 450 pixels is recommended for 16:9 aspect ratio. 800 x 800 pixels is recommended for 1:1 aspect ratio.
- **Aspect ratio:** 16:9 or 1:1
- **App title:** Truncated at 200 characters. Included from app store; not customizable.
- **Call to Action:** Install, Open, Play, Shop, Book, Connect, and Order





Video Ads with Conversation Buttons

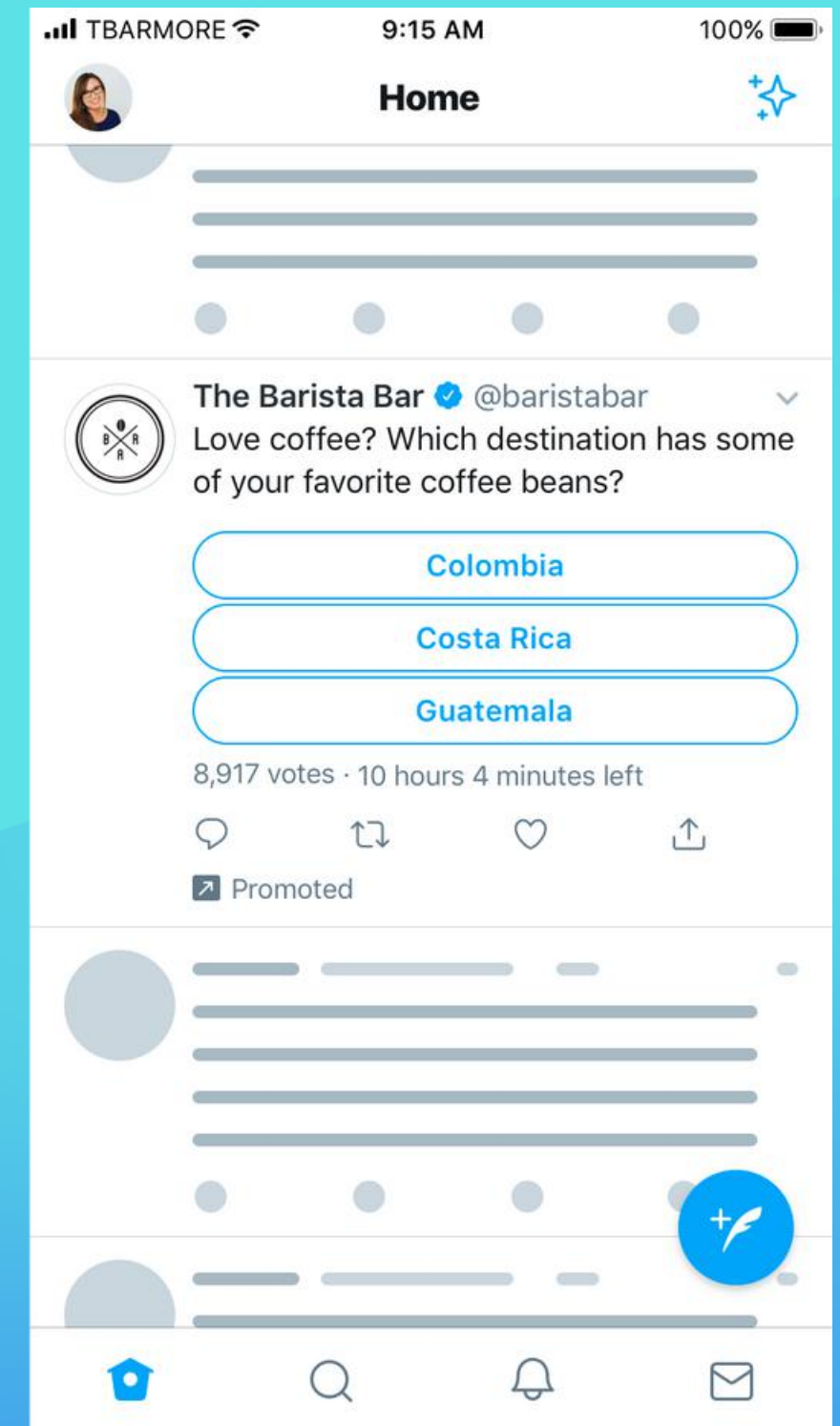
- **Video size:** 800 x 450 pixels is recommended for 16:9 aspect ratio.
- **Aspect ratio:** 16:9
- **Conversation Card** (original Tweet in timeline)
- **Tweet copy:** 280 characters (same as above)
- **Hashtag:** 21 characters, including the hashtag character
- **Pre-populated user Tweet** (once user clicks on the CTA)
- **Tweet copy:** 256 characters
- **Headline:** 23 characters
- **Thank You Tweet** (after user has Tweeted out the Tweet)
- **Thank you text:** 23 characters





Video Ads with Polls

- **Video size:** 800 x 450 pixels is recommended for 16:9 aspect ratio. 800 x 800 pixels is recommended for 1:1 aspect ratio.
- **Aspect ratio:** 16:9 or 1:1. However, 1:1 will crop to 16:9 in mobile timeline.
- **GIFs are not supported at this time.**
- **Tweet copy:** Polls can include up to 280 characters of Tweet copy that appear above the video.
- **Poll options:** 2-4 custom poll options
- Once you've written your copy and added your video, you can add two to four custom poll responses to create your poll.
- **Poll copy:** 25 characters each
- **Each poll option** can include up to a maximum of 25 characters of text (which do not count against the 280 you can include in Tweet copy).
- **Poll duration:** Select a time between a minimum of 5 minutes and a maximum of 7 days.



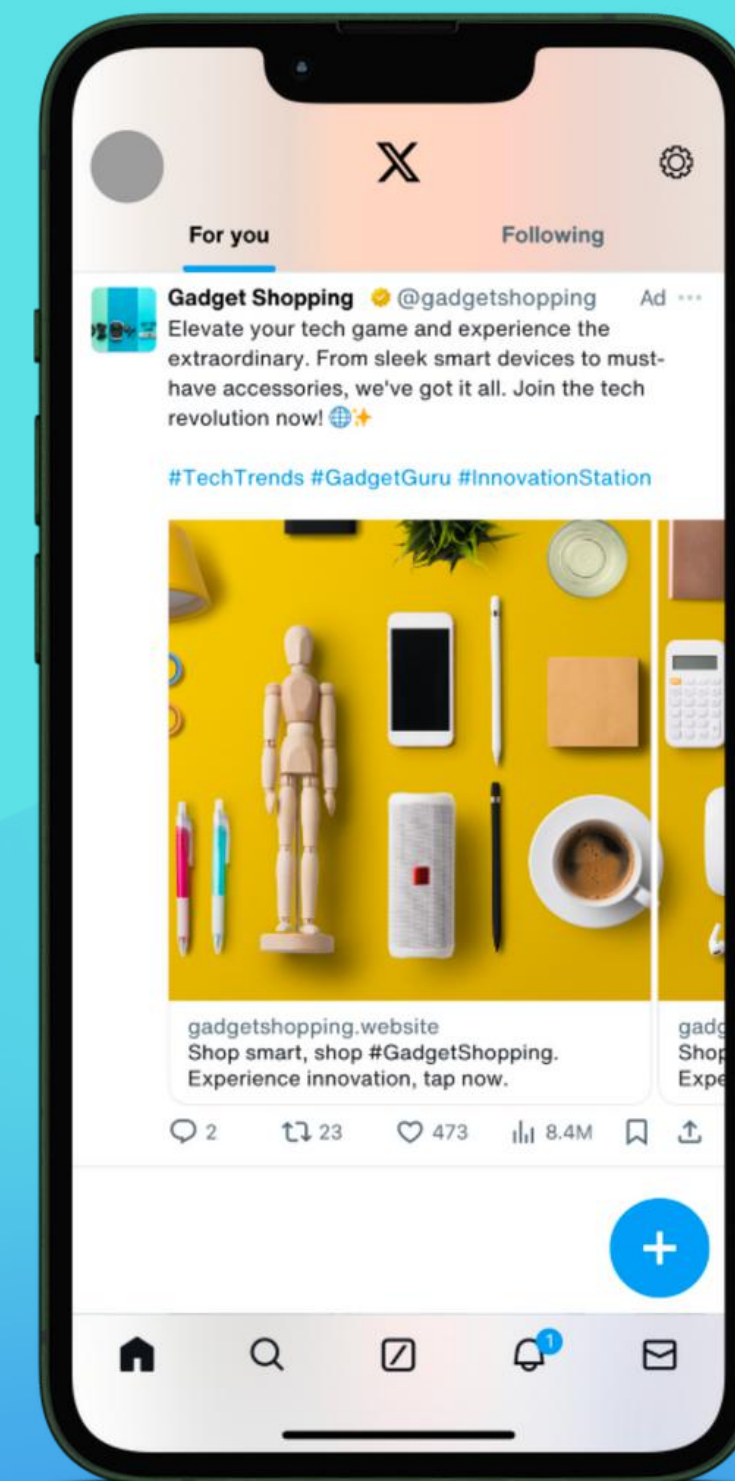


Carousel Ads

Carousel Ads give advertisers up to six horizontally-swipeable images or videos to showcase multiple products or promotions.

Ad Specs:

- **Number of slides:** 2-6 (Images or Videos)
- **Media size**
 - **Image Carousels:** 800 x 418 pixels is recommended for 1.91:1 aspect ratio. 800 x 800 pixels is recommended for 1:1 aspect ratio.
 - **Video Carousels:** 800 x 450 pixels is recommended for 16:9 aspect ratio. 800 x 800 pixels is recommended for 1:1 aspect ratio.
- **Aspect ratio**
 - **Image Carousels:** 1.91:1 or 1:1 image assets using a single aspect ratio within one carousel.
 - **Video Carousels:** 16:9 or 1:1 video assets using a single aspect ratio within one carousel.
 - **For Carousels using mixed media,** aspect ratios should remain consistent (1:1 image asset with 1:1 video asset).
- **Link:** One web or app destination for single-destination Carousels. Up to six unique web destinations for multi-destination Carousels.



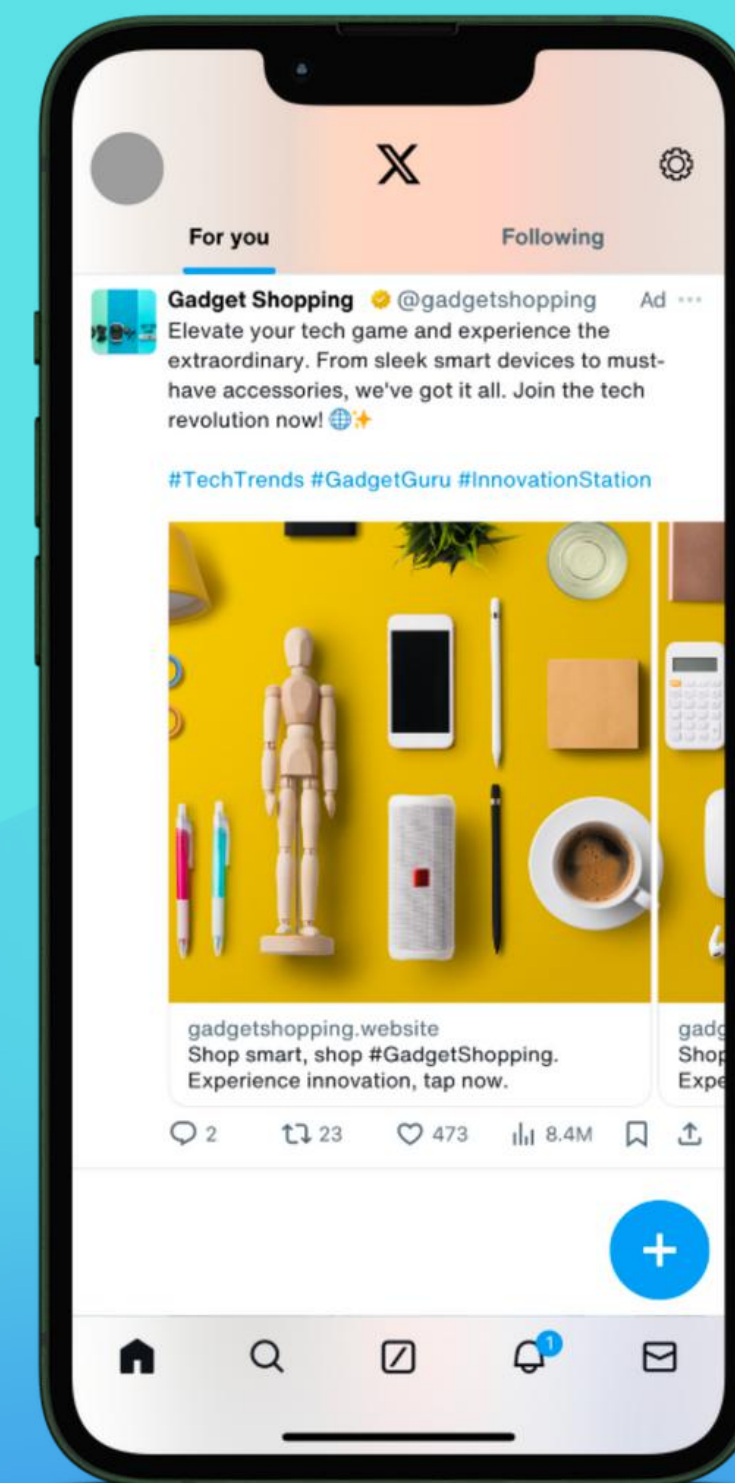


Website Carousels

- **Website title length:** 70 characters. Please note – depending on device and app settings this description may truncate. Up to two lines of text are rendered on the card title; any text beyond that is truncated with an ellipsis. Although not guaranteed, limiting the description to 50 characters should ensure that truncation won't occur across most devices. This is customizable per card.
- **URL:** must begin with http:// or https://

App Carousels

- **App title:** Truncated at 200 characters. Included from app store; not customizable.
- **Call to Action:** Install, Open, Play, Shop, Book, Connect, and Order.





X Amplify

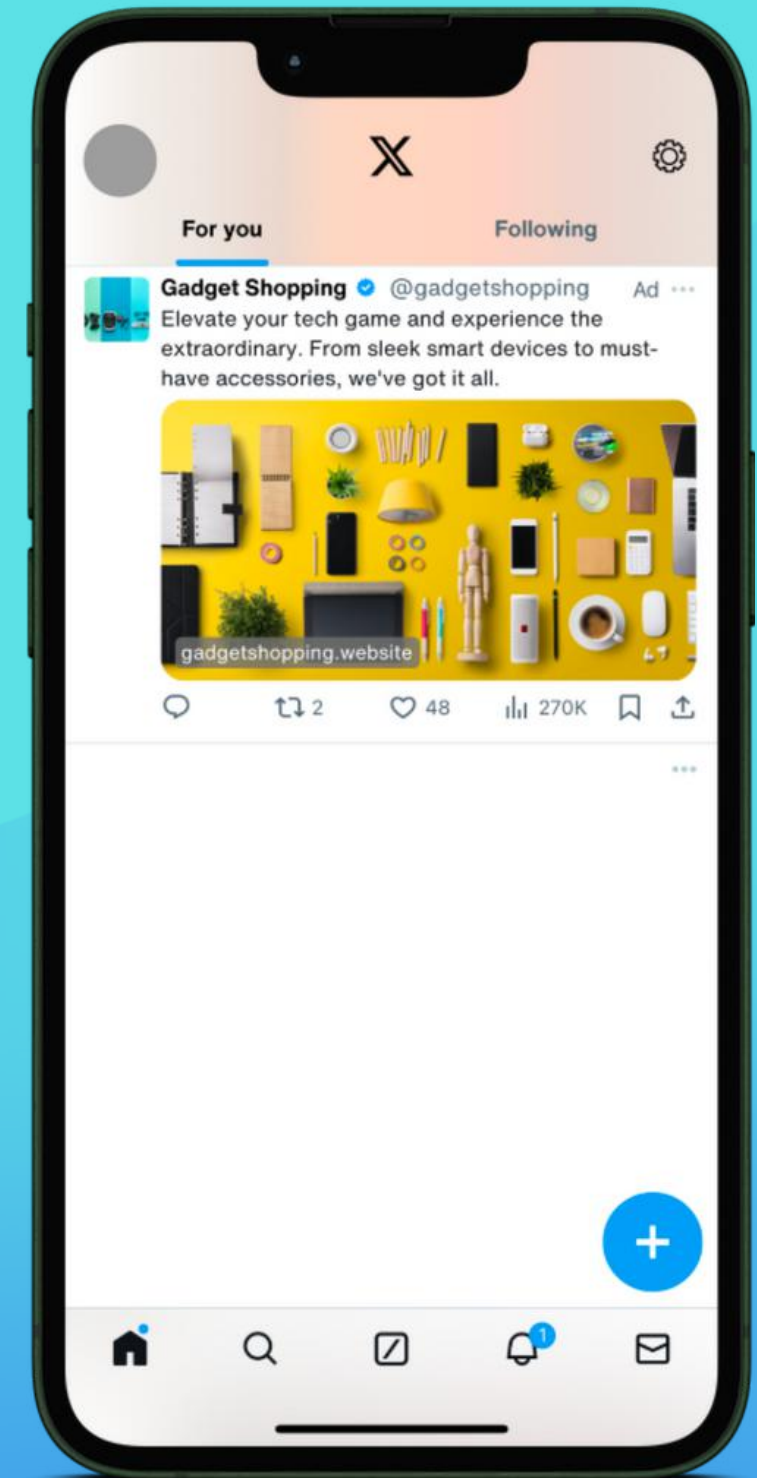
X Amplify allows advertisers to align their ads with premium video content from the most relevant publishers.

Amplify offerings are broken out into two ad formats:

Click the links below to see X ad specs for each x amplift ad type:

[Amplify Pre-roll](#)

[Amplify Sponsorships](#)

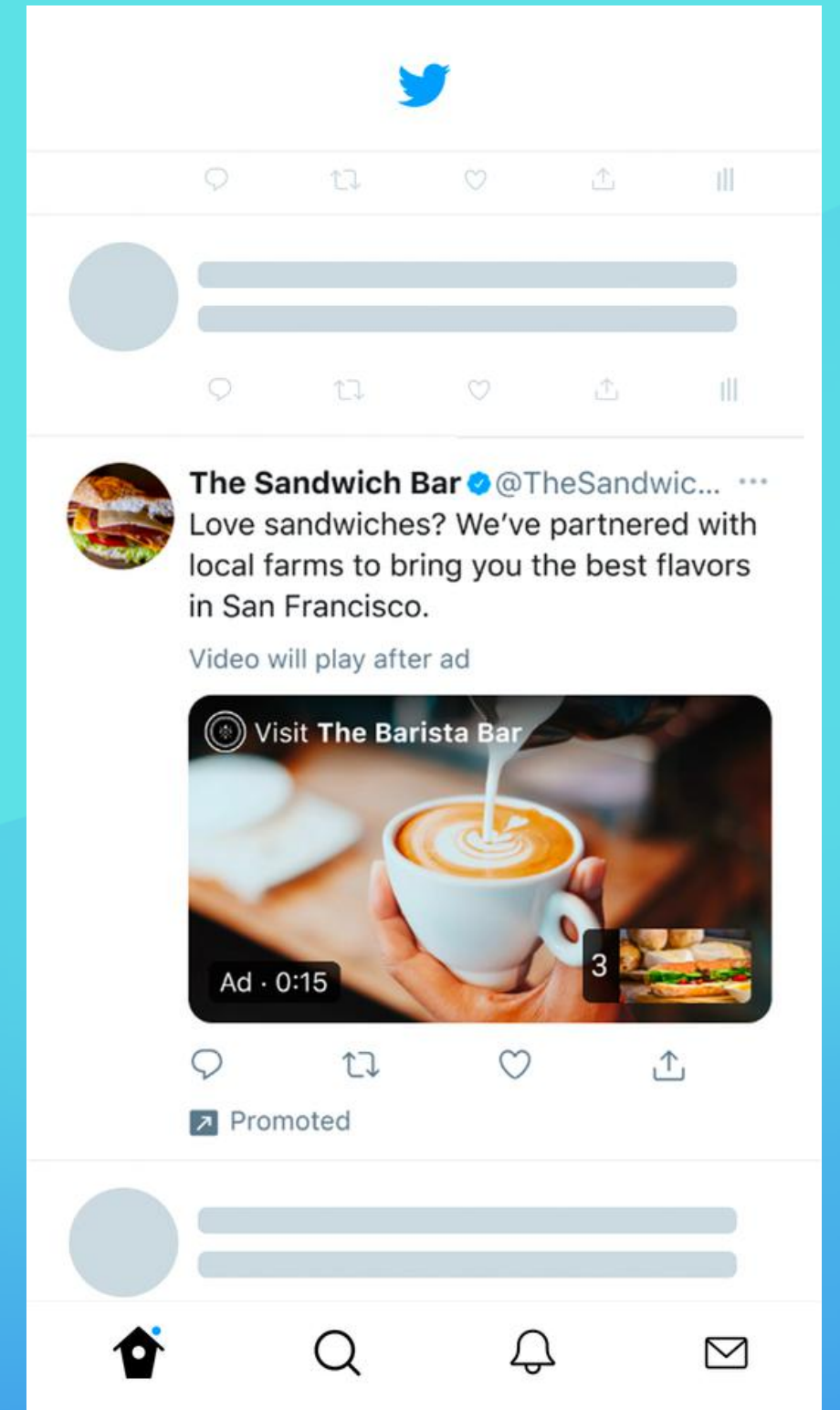


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Amplify Pre-roll

Select your preferred video content categories from a pool of 15+, including exclusive Curated Categories in specific markets (subject to availability).

- **File size:** Maximum file size is 1GB.
- **Video length:** Recommended 15 seconds or less. Max: 2 minutes and 20 seconds.
- **File types:** MP4 or MOV
- **Video aspect ratio:** 1:1 is recommended as it will always render as square on desktop and mobile, timeline and profile. This and 9:16 (vertical) will take up the same amount of real estate, which is more than 16:9.
- **Your ad will automatically be matched with** publisher content that has a similar aspect ratio when available, but we recommend taking a look at the kind of publisher content you'd like to run on and planning to mirror trends in aspect ratio
- **Recommended video size:** 1200 x 1200 (minimum for 1:1 is 600 x 600)
- **If not a 1:1 aspect ratio:** 640x360 minimum
- **URL (optional):** must begin with http:// or https://
- **Branding:** Highly recommended throughout (keeping in mind that Amplify Sponsorships have product overlays in the top left and bottom right and left corners for publisher video previews, ad countdowns, etc.)
- **Captions:** Closed captioning or text overlays are strongly recommended.
- **Video bitrate recommendation:** 6,000 - 10,000k (recommended 6,000k) for 1080p. 5,000k - 8,000k (recommended 5,000k) for 720p.
- **Frame rate recommendation:** 29.97FPS or 30FPS. Higher is acceptable. If the available video has a lower frame rate don't try to "upsample" it.
- **Audio codec recommendation:** AAC LC (low complexity)
- **Video codec recommendation:** h264, baseline, main or high profile with a 4:2:0 color space





Amplify Sponsorships

Experience a unique 1:1 partnership with a single publisher, providing you with post-level control over your campaign.

- **File size:** Max 1 GB.
- **Video length:** 6 seconds or less recommended. Max: 2 minutes and 20 seconds.
- **File type:** MP4 or MOV
- **Aspect ratio:** 16x9 or 1x1 recommended, dependent on publisher content
- **Recommended video size:** 1200 x 1200 (minimum for 1:1 is 600 x 600)
- **Any height is acceptable**, but if the height exceeds the width, the video will be cropped to 1:1 in the feed.
- **If not a 1:1 aspect ratio:** 640x360 minimum
- **URL (optional):** must begin with `http://` or `https://`
- **Branding:** Highly recommended throughout (keeping in mind that Amplify Pre-roll has product overlays in the top left and bottom right and left corners for publisher video previews, ad countdowns, etc.)
- **Captions:** Closed captioning or text overlays are strongly recommended.





X Takeover Ads

Position your brand at the forefront with X Takeover Ads, securing prime placement at the top of users' timelines. Explore Trend Takeover and Brand Takeover formats, aligning your brand with the hottest trends of the day.

Click the links below to see X ad specs for each video ad type:

[Timeline Takeover](#)

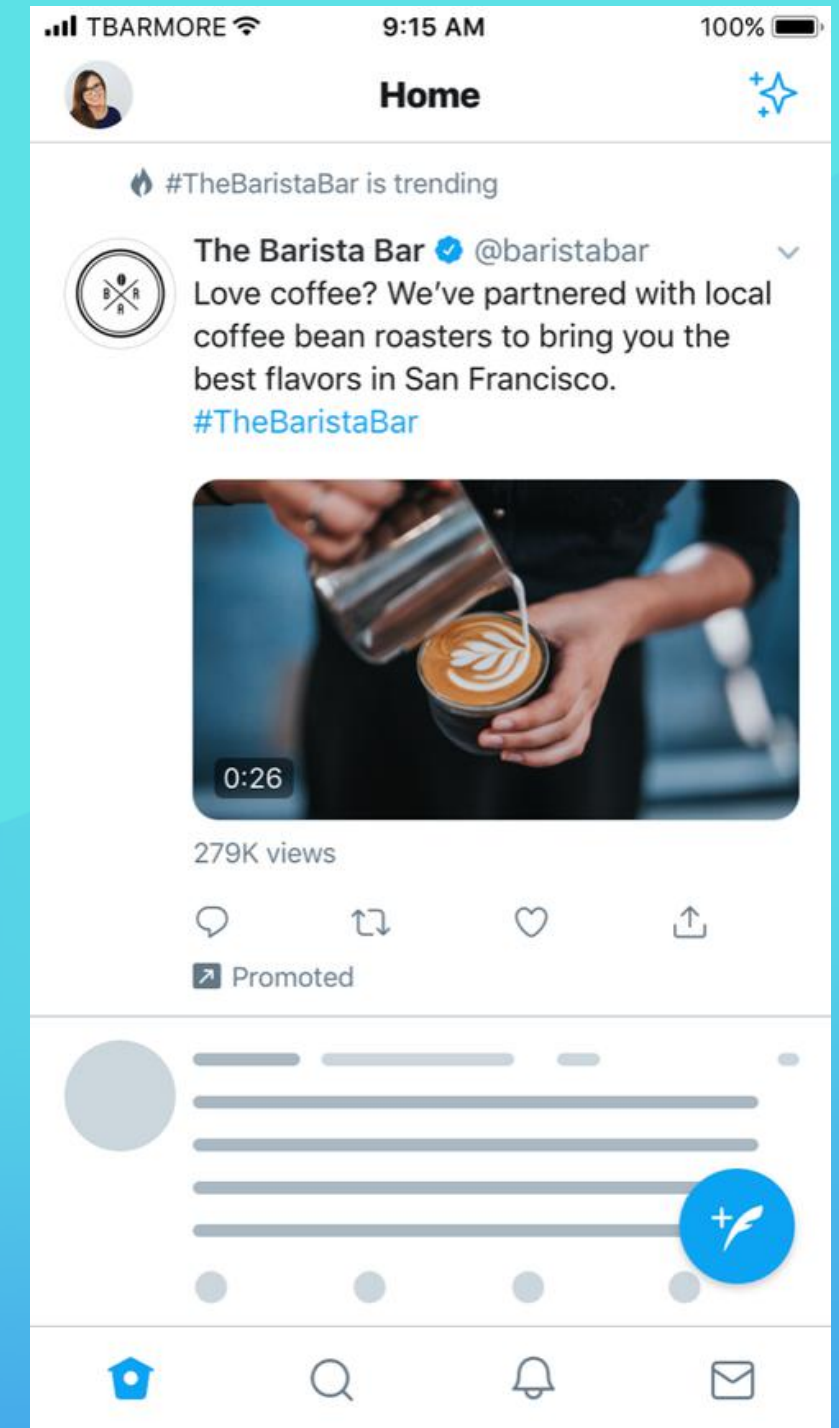
[Trend Takeover](#)

[Trend Takeover+](#)



Timeline Takeover

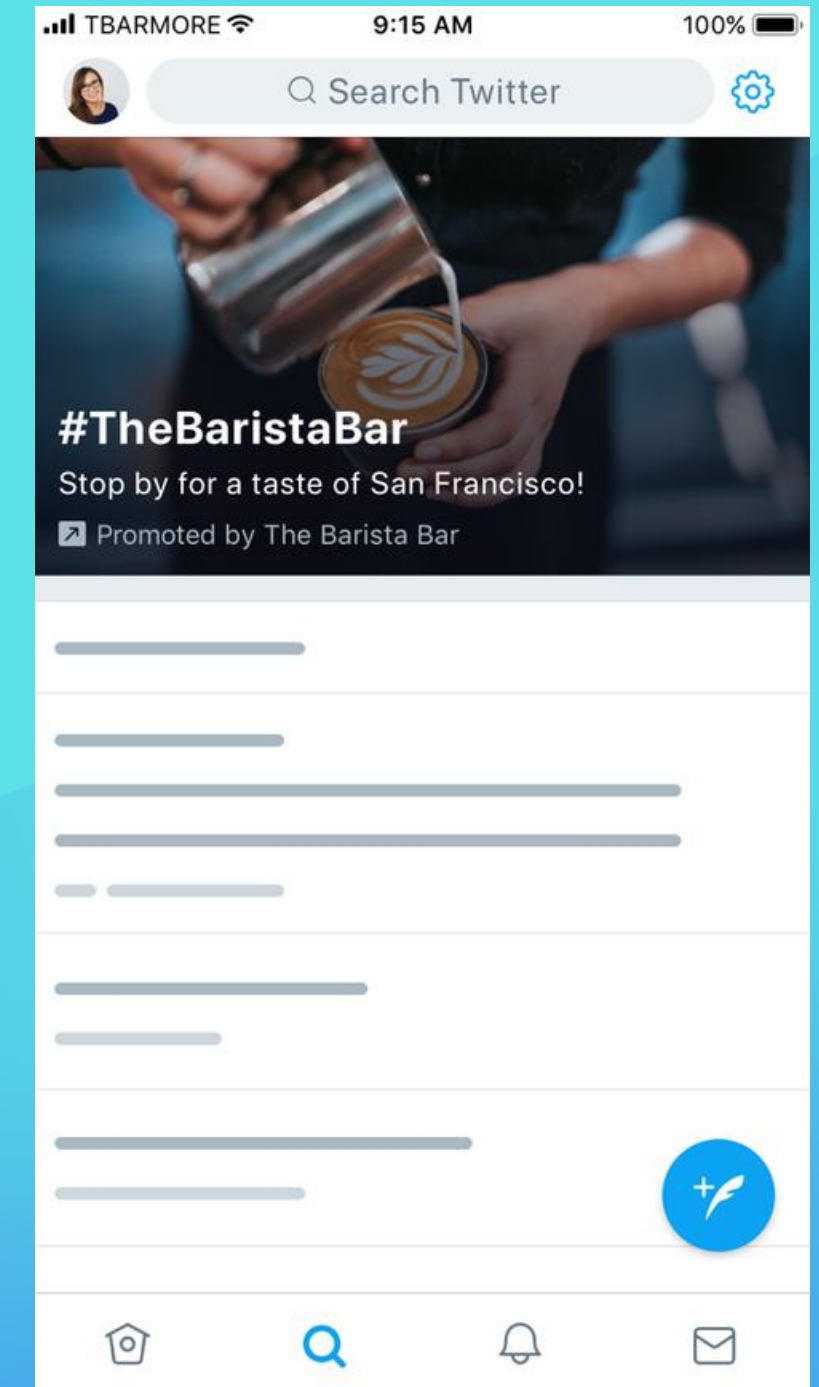
- **Tweet copy:** specs for a Timeline Takeover placement will depend on the format used. Reference individual specs pages for the format you want to run.
- **Supported formats:**
 - Image Ads
 - Video Ads
 - Carousel Ads
 - Twitter Live
 - Promoted Ads with Conversation Buttons and Polls
 - Branded Hashtags
 - Branded Notifications





Trend Takeover

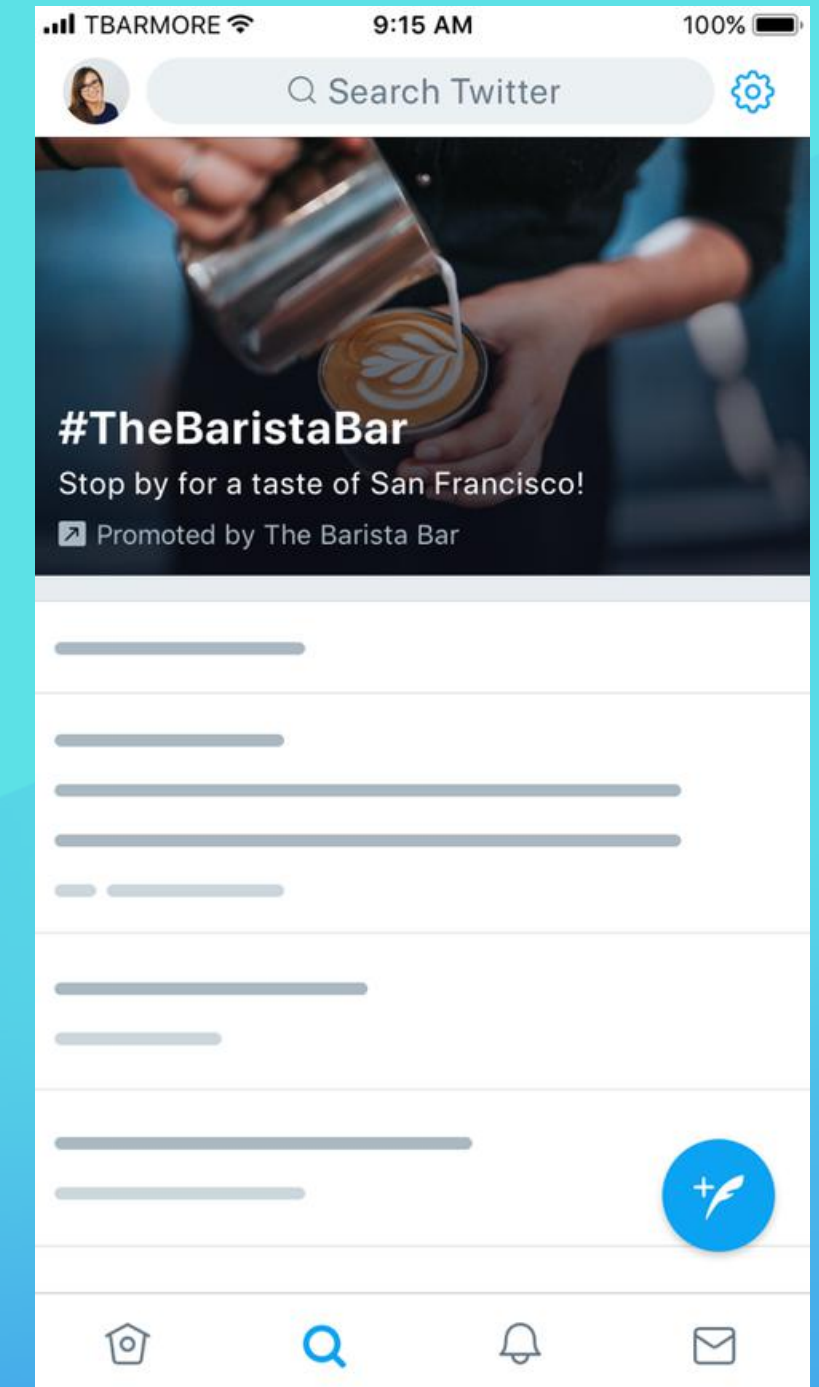
- **Appears on the homepage of Twitter.com** for all users within a Trend's region and within the Explore tab on mobile. 20 characters max.
- **Trend description (optional but highly recommended):**
 - Appears directly below the Trend Hashtag on the homepage of Twitter.com for all users within a Trend's region and within the Explore tab on mobile. 70 characters max.
- **Companion Promoted Ad (required):**
 - Craft 3-6 Promoted Ads (can be image, video, gif, etc) to support the trend. These are eligible to show in the home timeline for users on both web and mobile, making the trend more discoverable.





Trend Takeover+

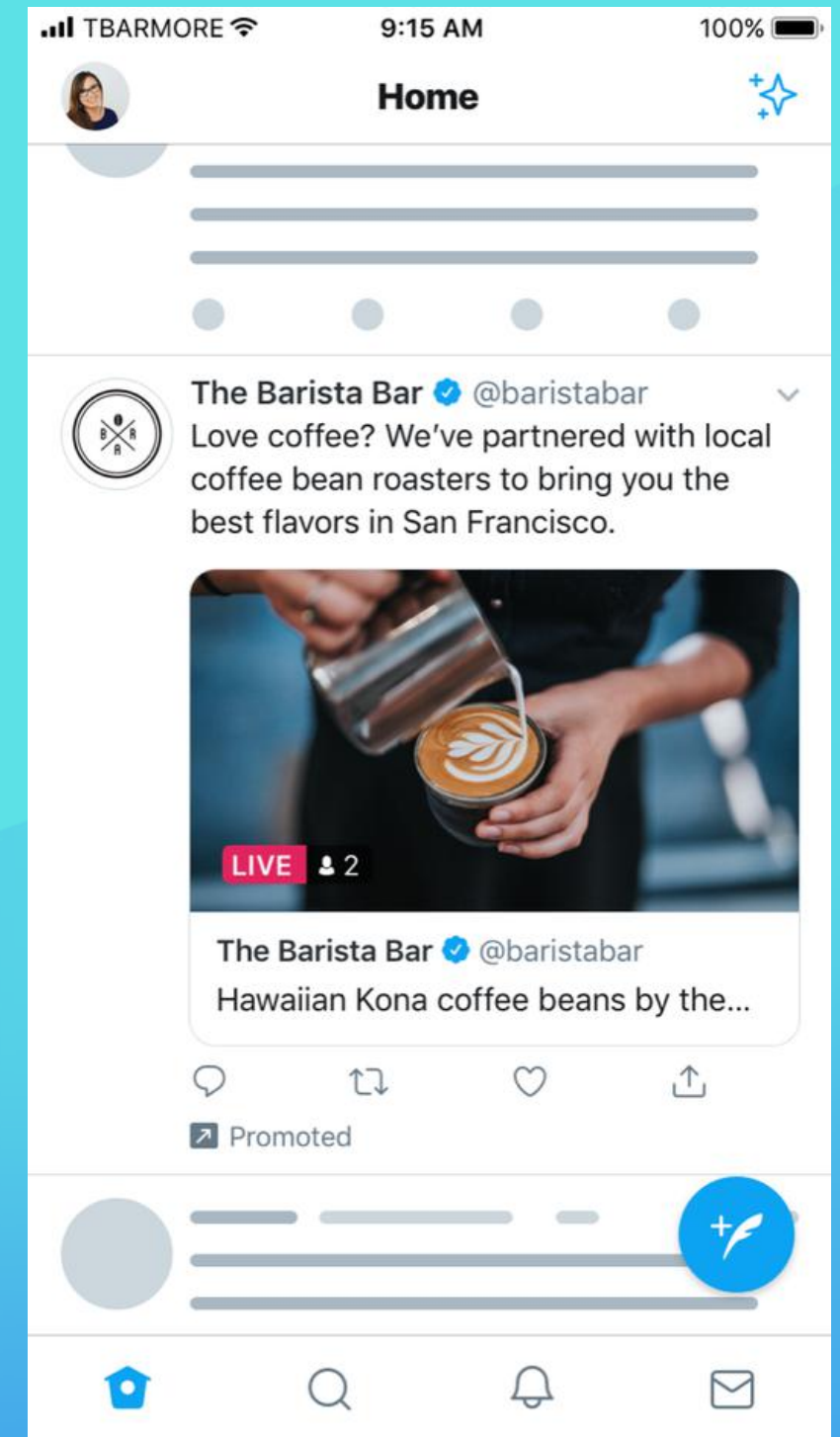
- Note: **The Trend Takeover+ placement** is not age-gated. Please ensure the GIF or image asset provided is appropriate for all ages (i.e. no weapons, guns, nudity, violence, etc.).
- **File types:** 6-second looping GIF, MP4, or static image
- **Aspect ratio:** 16:9 (for both GIF and images)
- **File size:** 5MB for image, 15MB for GIF
- Trend hashtag: Max 16 characters
- Trend description: Max 30 characters
- Creative must be delivered to Twitter via a darkTweet, with media (either GIF, MP4, or image) only. Media in card formats cannot be accepted.
- **Trend name & description:**
 - Don't duplicate hashtag in both Trend Name and Description.
 - **Trend Takeover+** will be attributed to @brandhandle, so no need to overtly brand the Description field.
 - **Use the Description** to provide further context to your trend, make it declarative & intriguing.
 - **Avoid click-bait phrases such as** "50% off", "Buy One Get One Free", "Limited Time Only", etc.





X Live

Twitter Live allows brands to maximize engagement by placing Live ads on recommended stream specifications, and ensuring top-notch video quality during live events.





Recommended stream specifications

- Please follow the stream specifications recommendation below for the best Producer experience. Please note: The list of supported encoders and services is not exhaustive and is subject to change.

- RTMP
- **Video codec:** H.264/AVC
- **Video bitrate:** 9Mbps (recommended), 12Mbps (maximum)
- **Audio codec:** AAC-LC
- **Audio bitrate:** 128bps (maximum)
- **Resolution**
 - 1280x720 (recommended)
 - 1920x1080 (maximum)
- **Frame rate**
 - 30 fps (recommended)
 - 60 fps (maximum)
- **Keyframe interval**
 - **OBS:** Every 3 seconds
- **Wirecast:**
 - **24 fbs** = Keyframe interval of 72 frames
 - **30 fbs** = Keyframe interval of 90 frames
 - **50 fbs** = Keyframe interval of 150 frames
 - **60 fbs** = Keyframe interval of 180 frames



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Event Page Specifications

- **Event page description:** 280 characters max.
- **NEW:** Can contain external links! (pre-orders, ticket sales, other O&O site)
- **Carousel:** Max 5 videos. Can be multiple live, VOD, GIFS, Photos. Requires additional investment – see pricing sheet.
- **Hashtag:** Autopopulating hashtag when Tweets are composed in Tweet bar.
- **Timeline Tweet:** Pulls in Tweets specific terms. Max 5 terms. For example: hashtags, keywords & phrases, executive names.





Dynamic Product Ads (DPA)

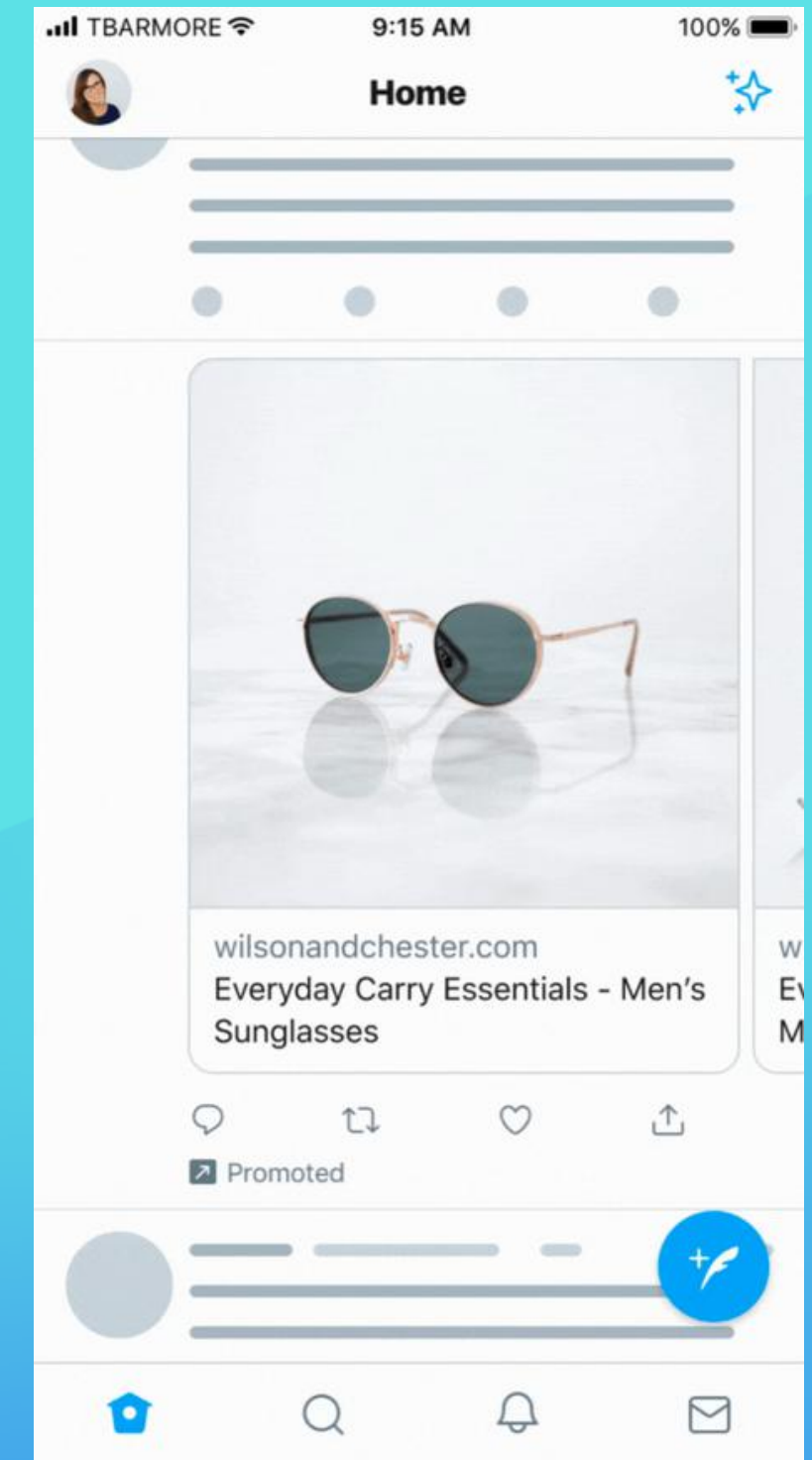
Dynamic Product Ads (DPA) allow advertisers to deliver precisely what customers need, precisely when they need it, by using the latest Web Conversions products on X.

DPA Retargeting

Engage targeted consumers by showcasing products they've interacted with on your website, such as items added to their shopping cart.

DPA Prospecting

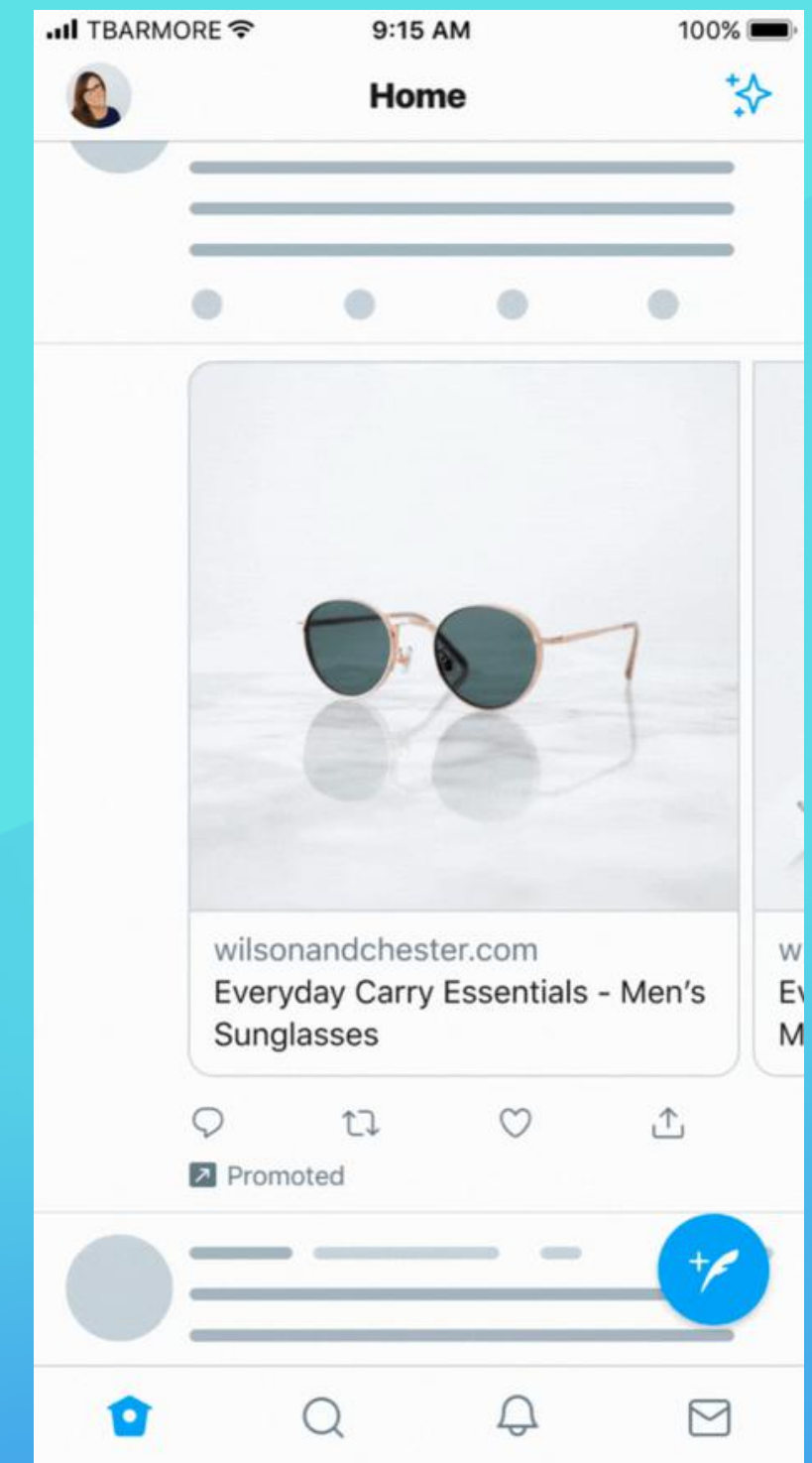
Expand your customer base by reaching out to individuals who haven't visited your website.





Prerequisite

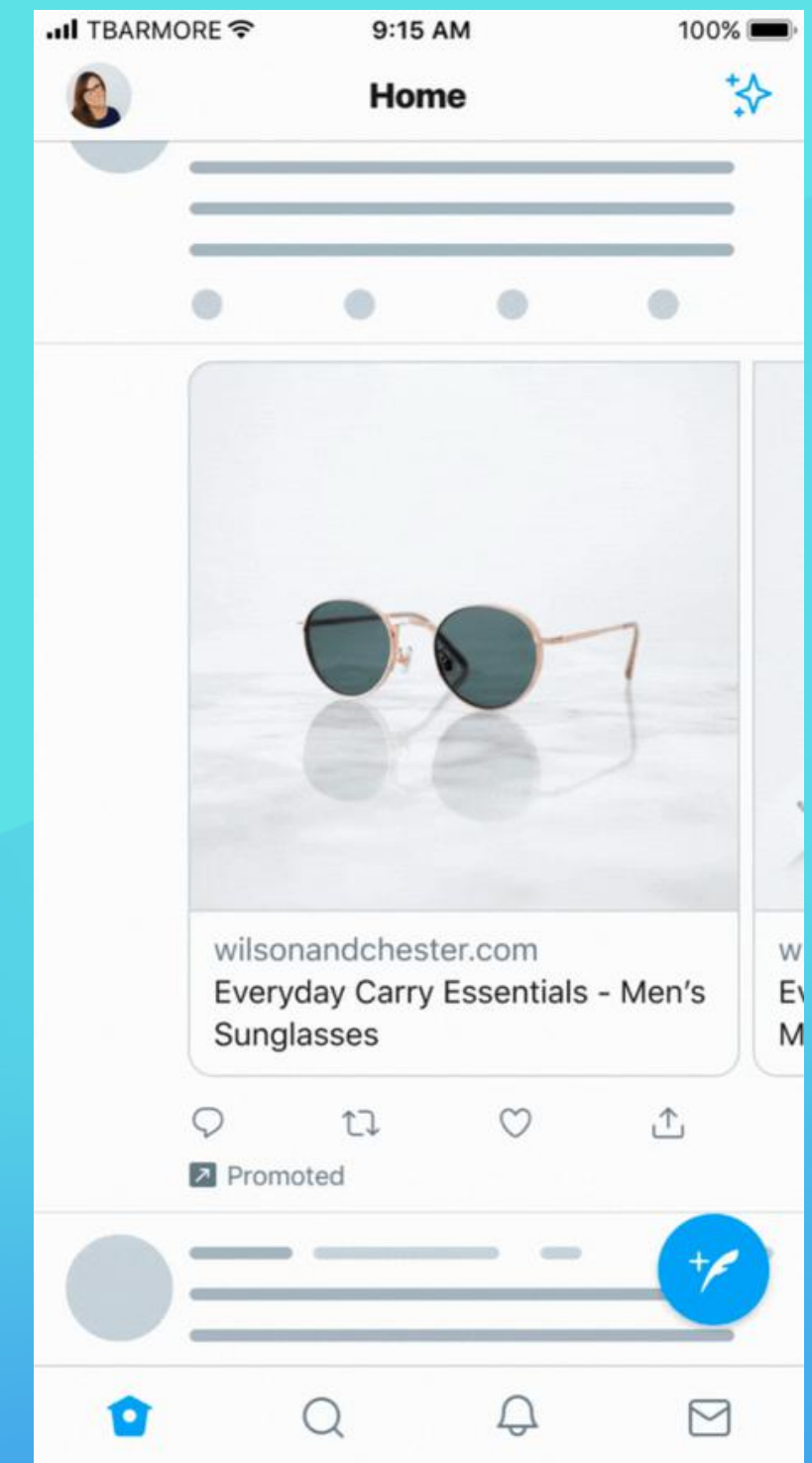
- **Implement the latest** [Twitter Pixel](#) or [Conversion API](#) to track essential events and parameters.
- **Enable tracking** across key events such as Page View, Content View, Add to Cart, and Purchase.
- **Incorporate content parameters to track specific** products users view, add to their shopping cart, and purchase.
- **Set up your product catalog on [Twitter Shopping Manager](#)**, capable of supporting up to 1 million products or an 8GB feed file.
- **Utilize Scheduled Feeds** to seamlessly upload and sync your catalog data daily or multiple times per day.
- **Make use of filters** to create product sets that align with your ad campaign objectives.





Tips for Configuring Your Campaign

- **DPA** accommodates both prospecting and retargeting campaigns. For retargeting, create Catalog Activity Audiences—individuals who have interacted with products in your catalog—and select them when setting up DPA campaigns.
- **Enhance audience sizes by** including relevant [List Custom Audiences](#).
- **On ads.twitter.com, create a** DPA campaign under the Conversions or Website Traffic objectives.
- **Stay informed about recent updates** to Twitter's Terms and Conditions for ads and measurement products. If prompted during campaign configuration, review and accept the terms outlined in Twitter's master service agreement found [here](#).



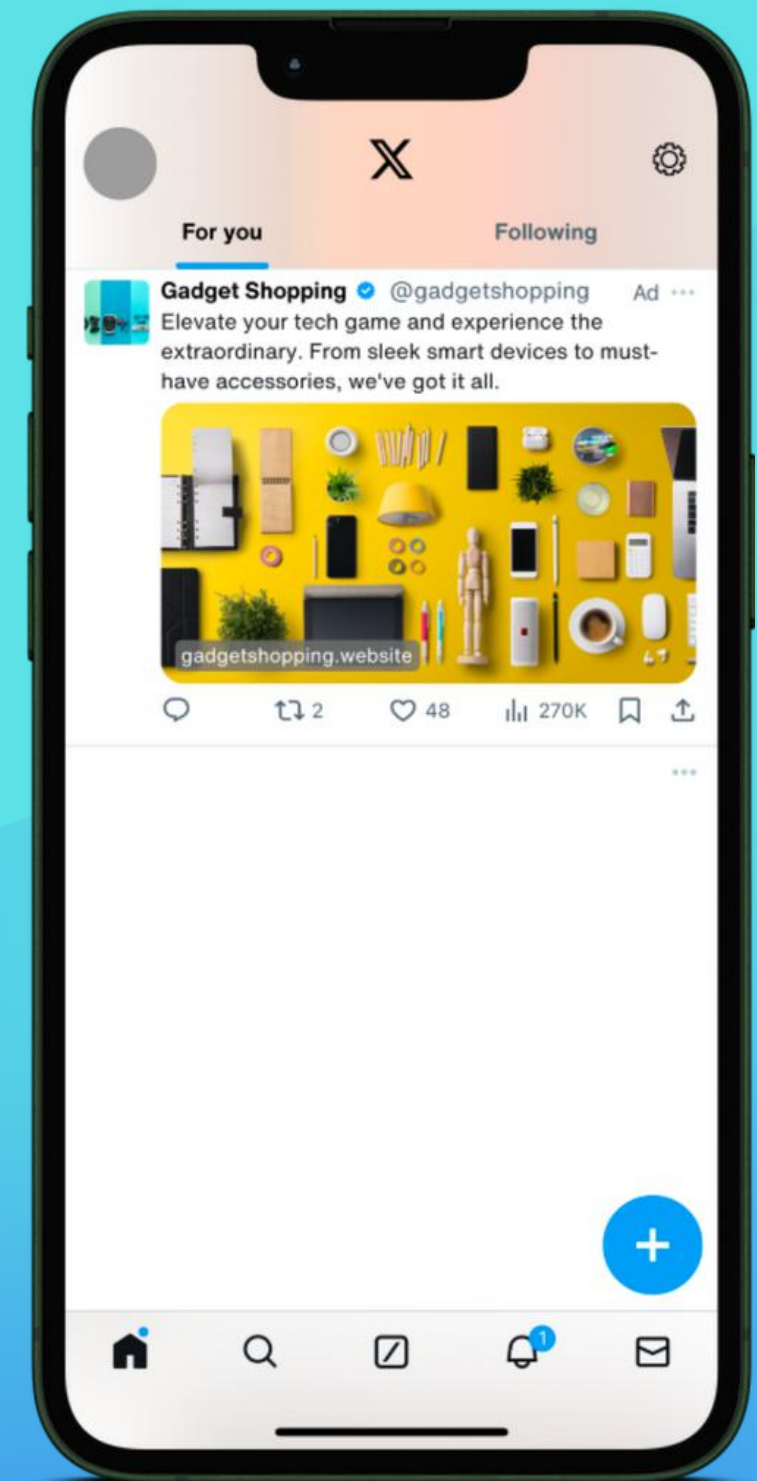


Follower Ads

Grow your follower base with Follower Ads, as they seamlessly blend into users' timelines and "Who to Follow" boxes, enhancing visibility and attracting new followers.

Ad Specs:

- **Tweet copy:** 280 characters. (Note: each link used reduces character count by 23 characters, electing 257 characters for Twitter copy.) Ensure there is actionable copy for this ad product.
- **Note:** Creatives aren't supported for this objective, only





Branded Features

Add a creative touch to your brand presence on X with Branded Hashtags and Branded Notifications, enhancing your brand's visibility and engagement.

Click the links below to see X ad specs for each branded features ad type:

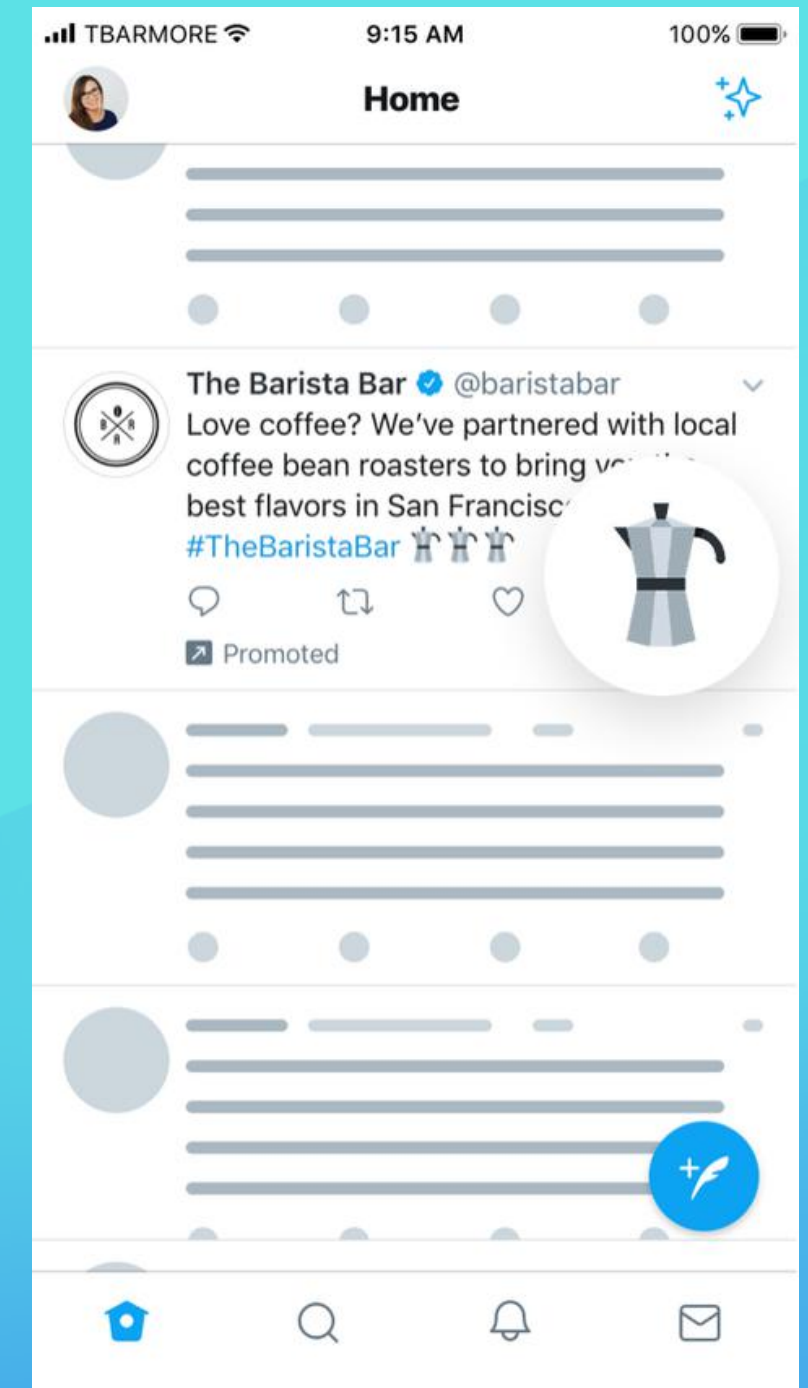
[Branded Hashtags](#)

[Branded Notifications](#)

Scheduled Notification Campaigns

Subscription Notifications Campaign

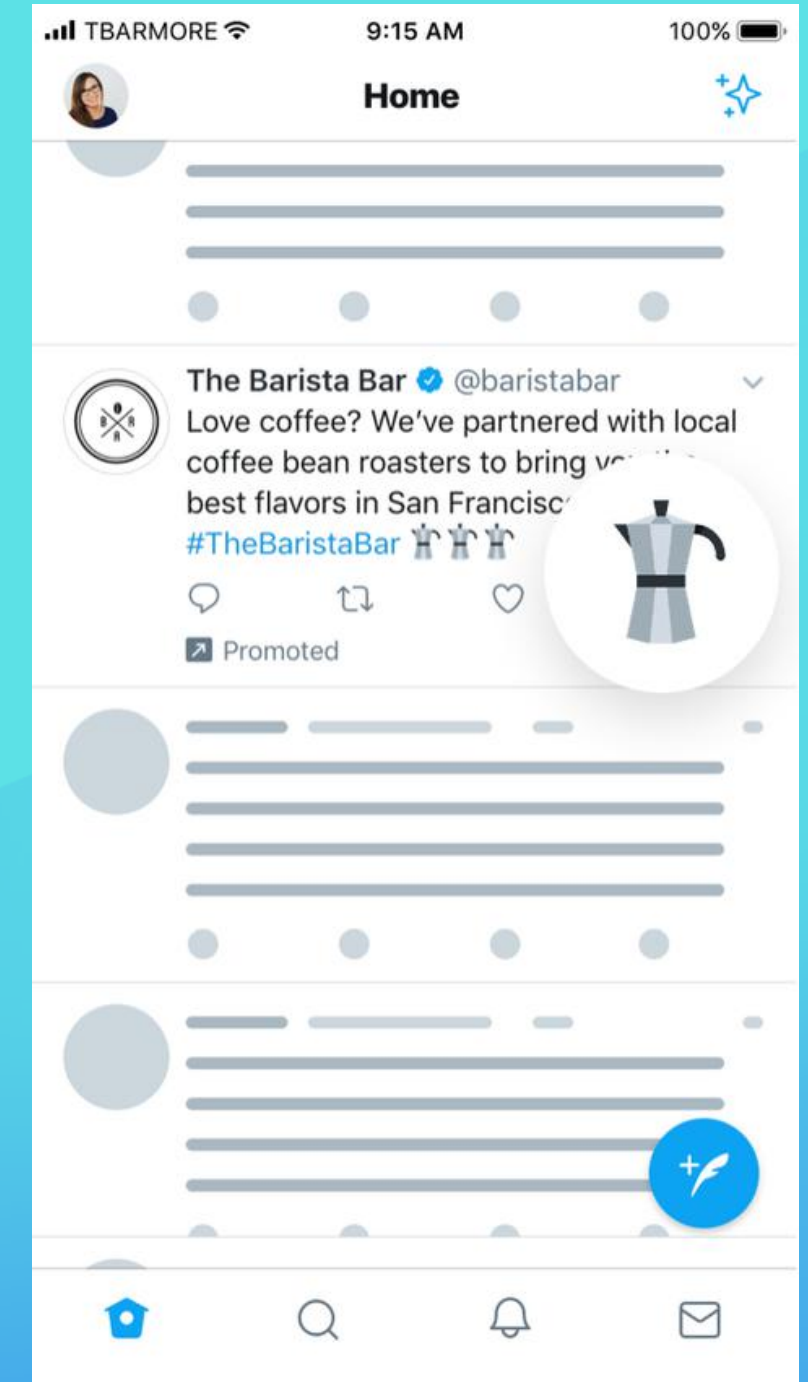
Instant Notification Campaigns





Branded Hashtags

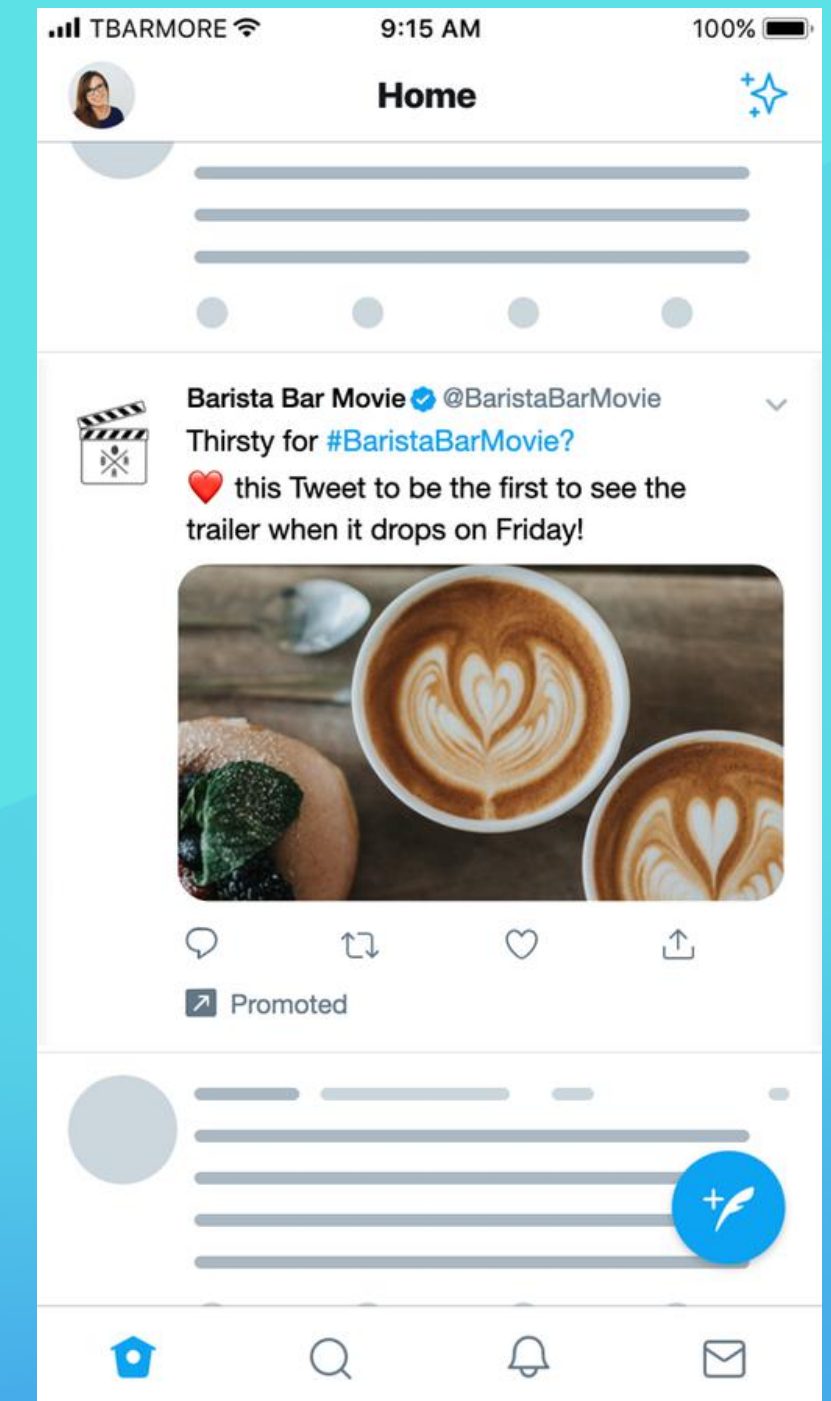
- **Associate up to 5 #Hashtags** with emojis, but keep in mind that a hashtag exceeding 250 mentions in the last 30 days may need a strong brand connection.
- **Craft emojis** at 72x72 pixels, ensuring clarity at 16x16 on light or dark backgrounds. Avoid overly light colors for optimal visibility.
- **Opt for minimal details** to amplify your message and prevent it from getting lost when minimized.
- **Steer clear of multiple faces or logos**—maintain visibility at 16x16.





Scheduled Notification Campaigns

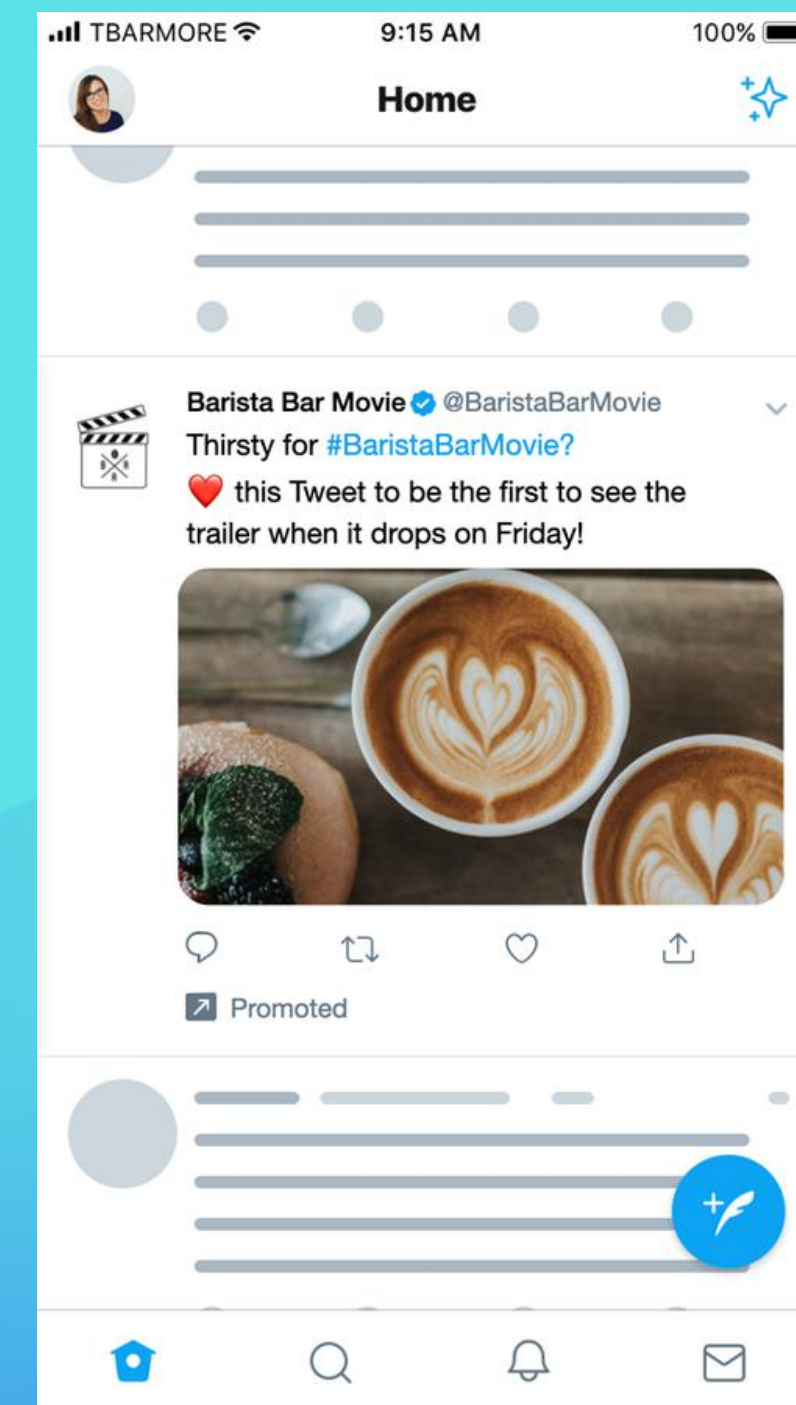
- **Start with a compelling CTA Tweet**, clearly outlining the user's opt-in expectations.
- **Commence the Instant Opt-In Notification Tweet** with the user's @handle.
- **Schedule Notification Tweets** to deliver promised content within a 30-day window.
- **Include opt-out instructions** for user flexibility.





Subscription Notifications Campaign

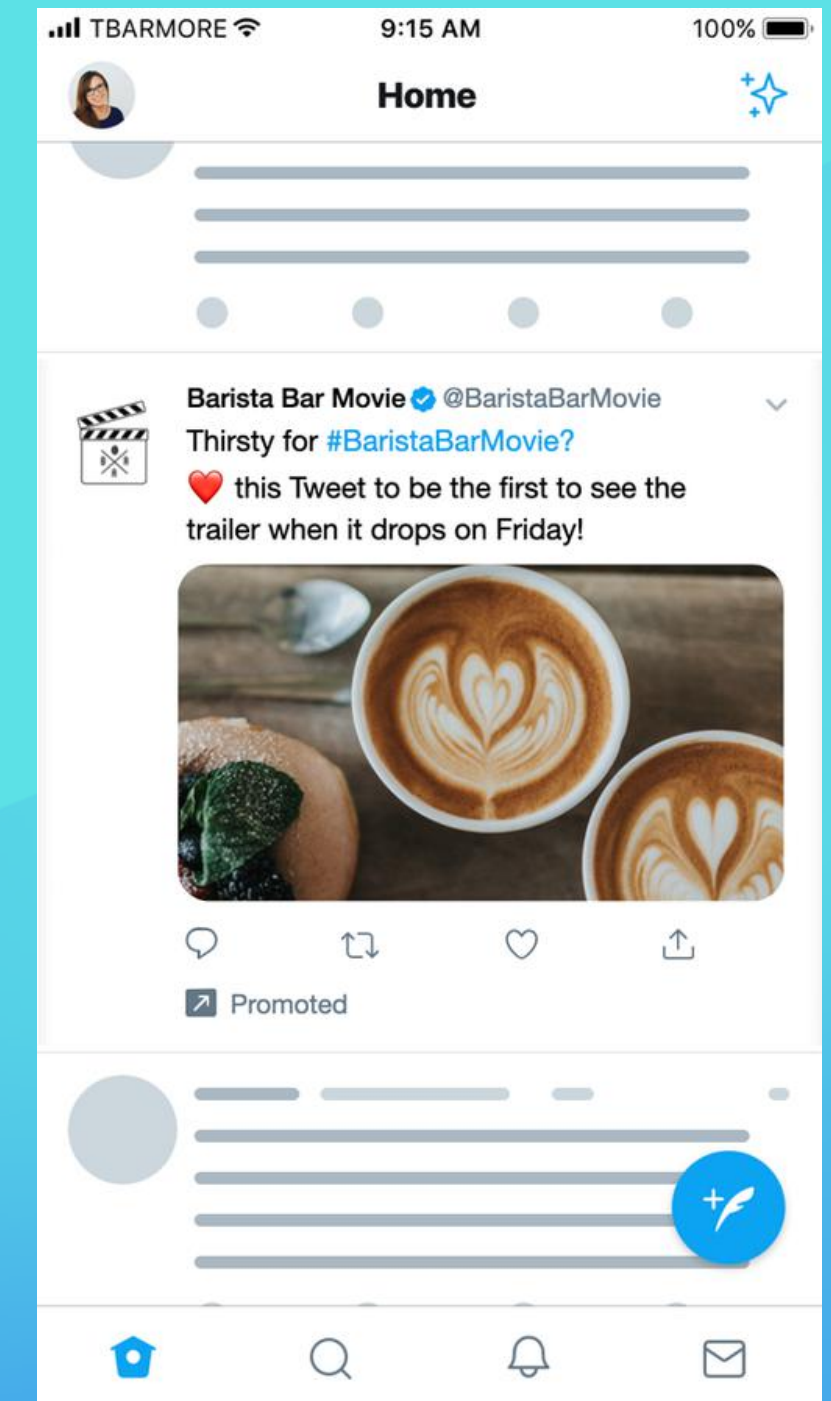
- **Craft a descriptive CTA Tweet**, elucidating the multiple Tweets users will receive upon opting in.
- **Begin Instant Opt-In Notification Tweets** with the user's @handle.
- **Schedule multiple Notification Tweets** with promised content.
- **Run for a maximum of 30 days** per scheduled notification Tweet, allowing up to 90 days for





Instant Notification Campaigns

- **Launch with a CTA Tweet** clearly communicating what users will receive.
- **Start the Instant Notification Tweet** with the user's @handle.
- **Allow for a 30-day campaign duration** after the initial CTA Tweet.



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