

The Complete List of Linked Ad Specs





Linked Ad Types

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Ad type:

Single Image Ads

Text specs:

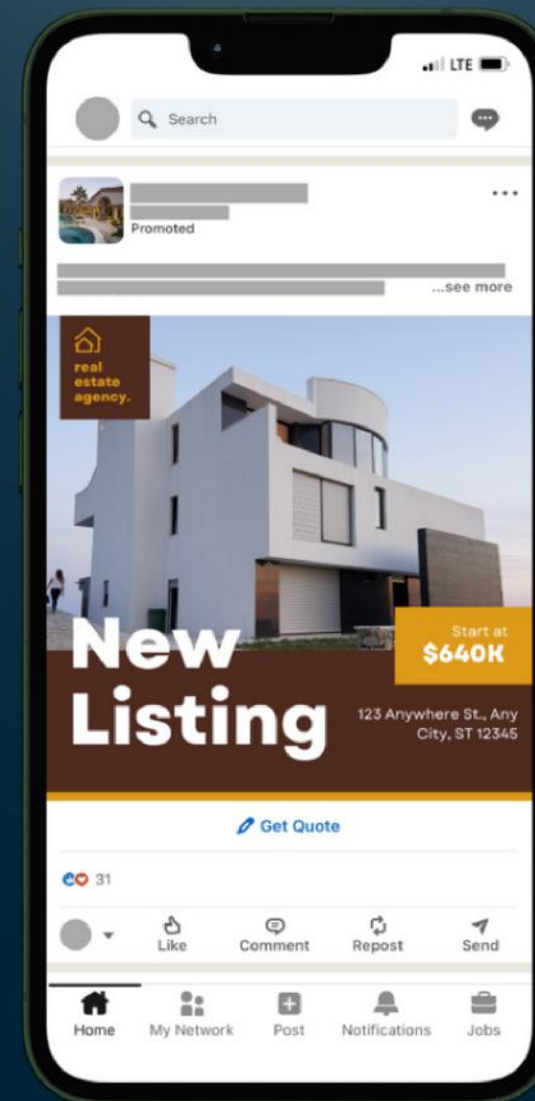
- Ad name (optional): 255 characters
- Headline: 70 characters
- Introductory text: 150 characters
- Description (LAN only): 70 characters.

CTA Options:

- Apply
- Download
- View Quote
- Learn More
- Sign Up
- Subscribe
- Register
- Join
- Attend
- Request Demo

URL specs:

- Landing page URL: Required
- URL prefix: http:// or https://
- URL characters: 2000 characters for destination field URL



• LinkedIn image size specs

- File Type: jpg, png, or gif
- File Size: up to 5 MB
- Image Ratio:

Horizontal/Landscape

- 1.91:1 (desktop and mobile)
- Min: 640 x 360 px
- Max: 7680 x 4320 px
- Reco: 1.91:1 – 1200 x 628 px

Square

- 1:1 (desktop and mobile)
- Min: 360 x 360 px
- Max: 4320 x 4320 px
- Reco: 1:1 – 1200 x 1200 px

Vertical

- 1:1.91 (mobile only)
- Min: 360 x 640 px
- Max: 2430 x 4320 px
- Reco:
 - 1:1.91 – 628 x 1200 px
 - 2:3 – 600 x 900 px
 - 4:5 – 720 x 900 px

Ad type:

Carousel Image Ads

Text specs:

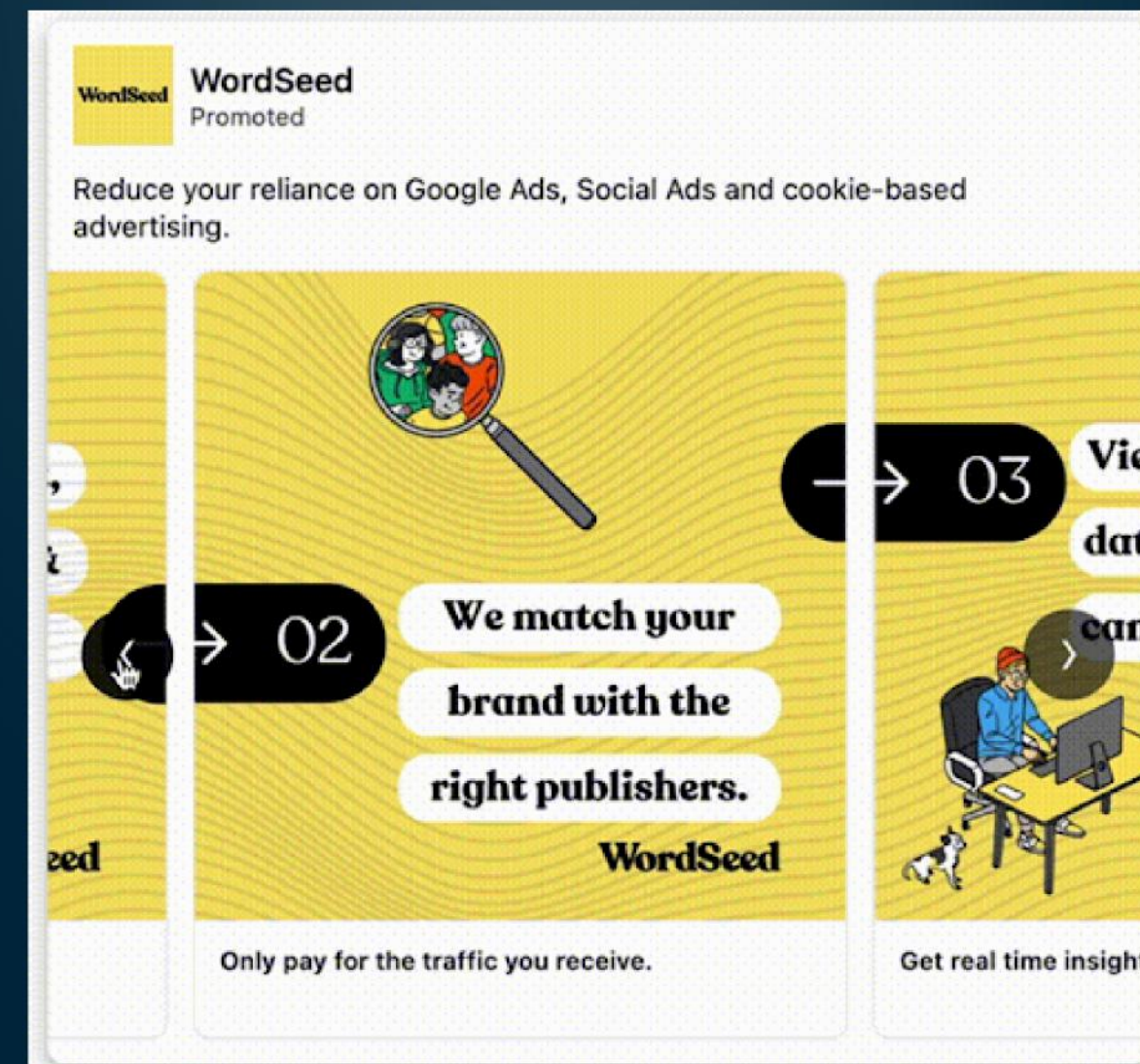
- Ad name (optional): 255 characters
- Card headline: 45 characters
- Introductory text: 255 characters

LinkedIn image size specs:

- File Type: JPG or PNG
- Ratio: 1:1
- Recommended Resolution: at least 1080 x 1080 pixels
- Number of carousel cards: 2-10
- Maximum File Size: 10 MB

URL specs:

- Landing page URL: Required
- URL prefix: http:// or https://
- URL characters: 2000 characters for destination field URL



Note: Carousel Image Ads currently support only static images and do not include video content at this time.

Ad type:

Video Ads (Vertical)

Text specs:

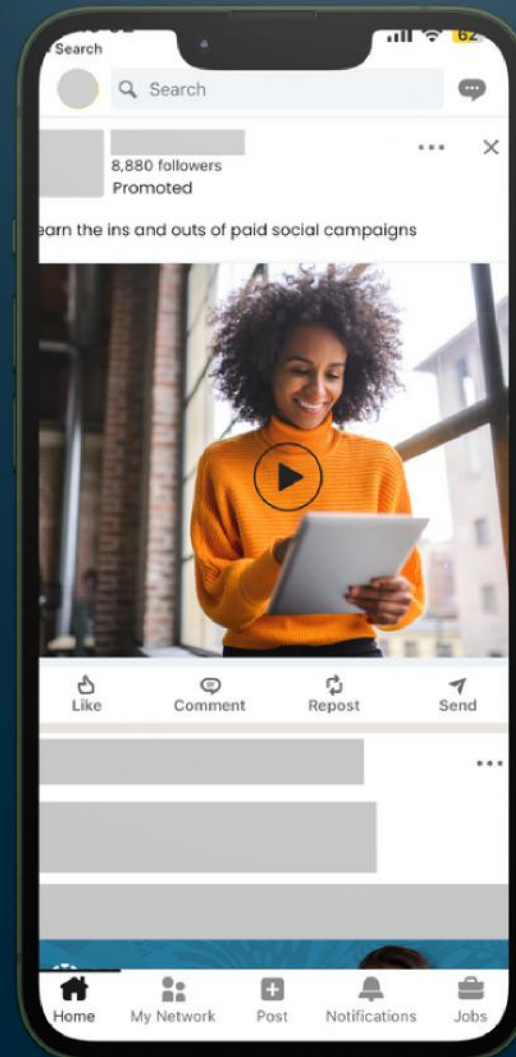
- Ad name (optional): 255 characters
- Headline:
 - Min: 70 characters
 - Max: 200 characters
- Introductory text:
 - Min: 150 characters
 - Max: 600 characters

CTA Options:

- Apply
- Download
- View Quote
- Learn More
- Sign Up
- Subscribe
- Register
- Join
- Attend
- Request Demo

URL specs:

- Landing page URL: Required
- URL prefix: http:// or https://
- URL characters: 2000 characters for destination field URL



LinkedIn Video specs

- File Type: MP4
- Sound Format: AAC or MPEG4
- File Size:
 - 75 KB (min) – 200 MB (max)
- Duration: 3 secs – 30 mins
- Captions: Optional
- Sound Rate: Less than 64 KHz
- Reco frame rate: 30 frames/ sec
- Custom Thumbnail: Optional
- Width and Height:
 - 360 px (min); 1920 px (max)
- Aspect ratio tolerance: 5%
- Video Thumbnail File Format: JPG or PNG
- Video Thumbnail Max File Size: 2 MB Video
- Thumbnail Aspect Ratio & Resolution: Match video

Vertical

- (4:5, 0.8):
 - Min 360 x 450 pixels
 - Max 1536 x 1920 pixels
- (9:16, 0.57):
 - Min 360 x 640 pixels
 - Max 1080 x 1920 pixels

Ad type:

Video Ads

(Landscape/ Square)

Text specs:

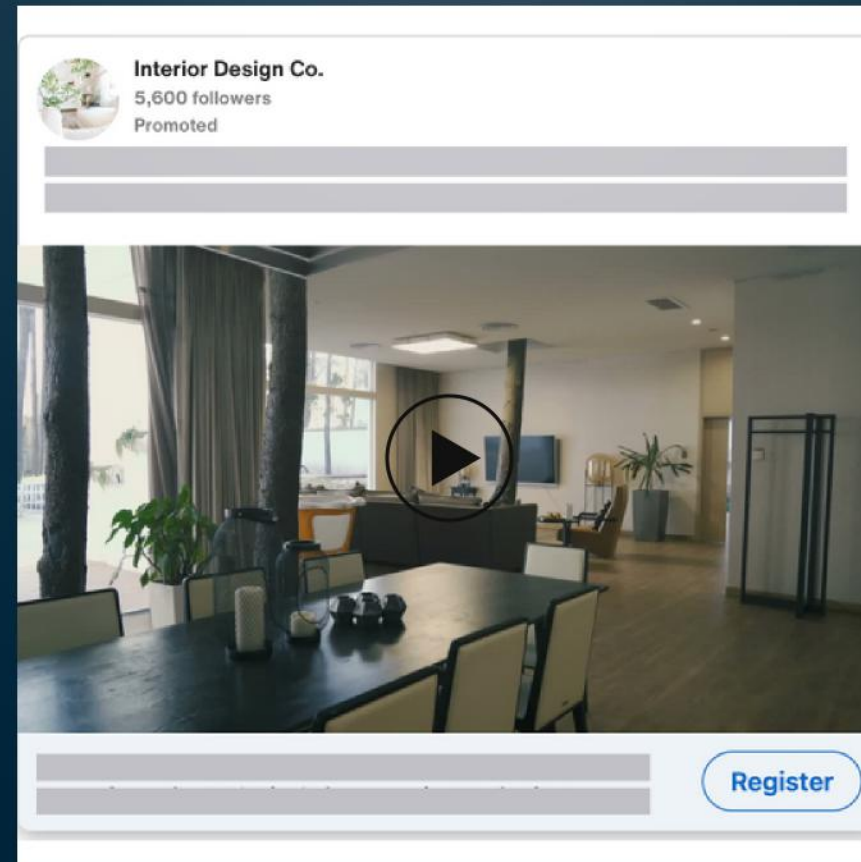
- Ad name (optional): 255 characters
- Headline:
 - Min: 70 characters
 - Max: 200 characters
- Introductory text:
 - Min: 150 characters
 - Max: 600 characters

CTA Options:

- Apply
- Download
- View Quote
- Learn More
- Sign Up
- Subscribe
- Register
- Join
- Attend
- Request Demo

URL specs:

- Landing page URL: Required
- URL prefix: http:// or https://
- URL characters: 2000 characters for destination field URL



LinkedIn Video specs

- File Type: MP4
- Sound Format: AAC or MPEG4
- File Size:
 - 75 KB (min) – 200 MB (max)
- Duration: 3 secs – 30 mins
- Captions: Optional
- Sound Rate: Less than 64 KHz
- Reco frame rate: 30 frames/ sec
- Custom Thumbnail: Optional
- Width and Height:
 - 360 px (min); 1920 px (max)
- Aspect ratio tolerance: 5%
- Video Thumbnail File Format: JPG or PNG
- Video Thumbnail Max File Size: 2 MB Video
- Thumbnail Aspect Ratio & Resolution: Match video

Landscape (16:9, 1.78):

- Min 640 x 360 pixels
- Max 1920 x 1080 pixels

Square (1:1, 1.0):

- Min 360 x 360 pixels
- Max 1920 x 1920 pixels

Ad type:

Text Ads

LinkedIn ad text character limits

- Headline: 25 characters
- Description: 75 characters

Design specifications

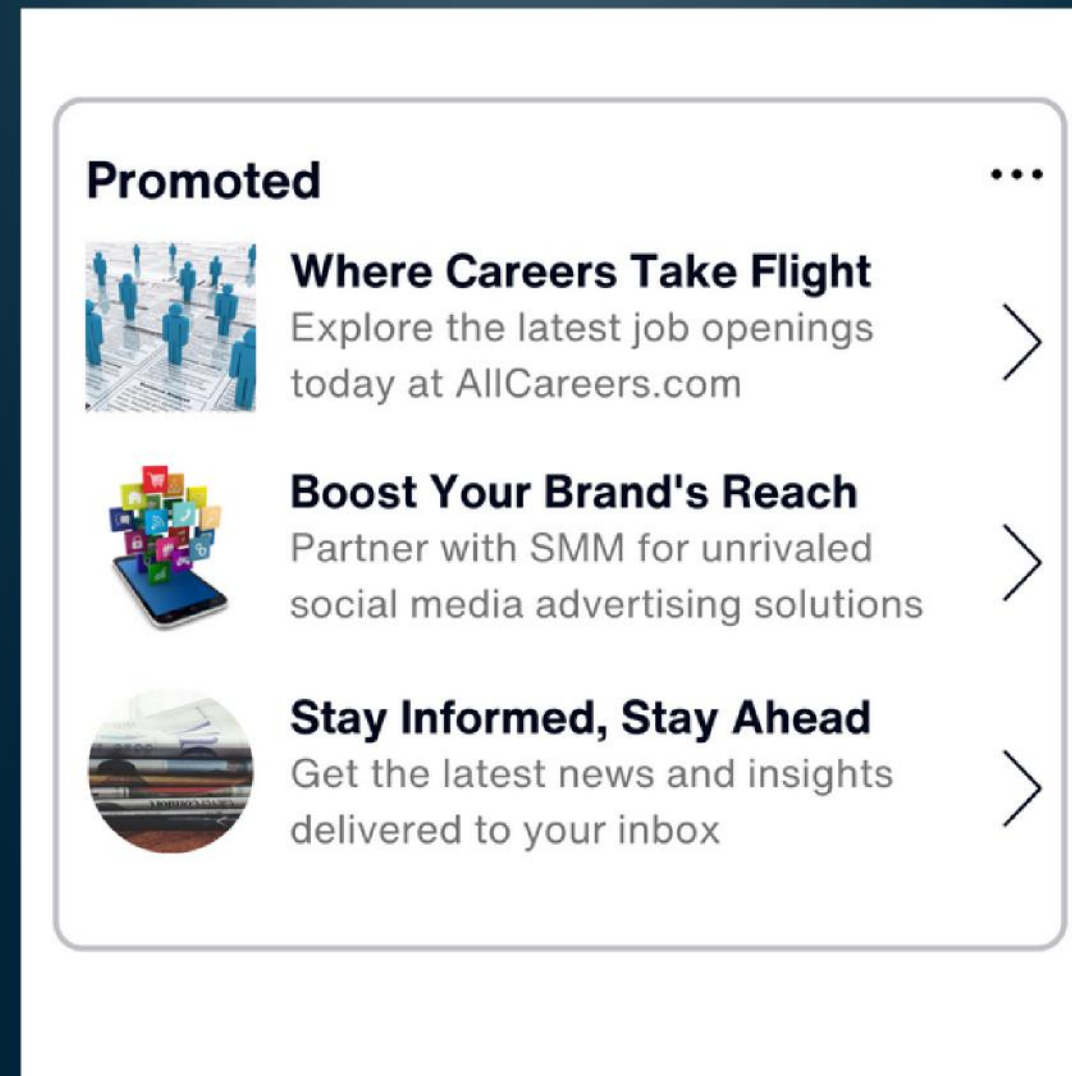
- Logo File Type : JPG or PNG
- Logo File Size: 2MB
- Logo image dimensions: 100x100 pixels

CTA Options:


- Apply
- Download
- View Quote
- Learn More
- Sign Up
- Subscribe
- Register
- Join
- Attend
- Request Demo


URL specs:


- Landing page URL: Required
- URL prefix: http:// or https://
- URL characters: 2000 characters for destination field URL



Promoted ...

 **Where Careers Take Flight**
Explore the latest job openings today at AllCareers.com >

 **Boost Your Brand's Reach**
Partner with SMM for unrivaled social media advertising solutions >

 **Stay Informed, Stay Ahead**
Get the latest news and insights delivered to your inbox >

Ad type:

Spotlight Ads

Text Specs:

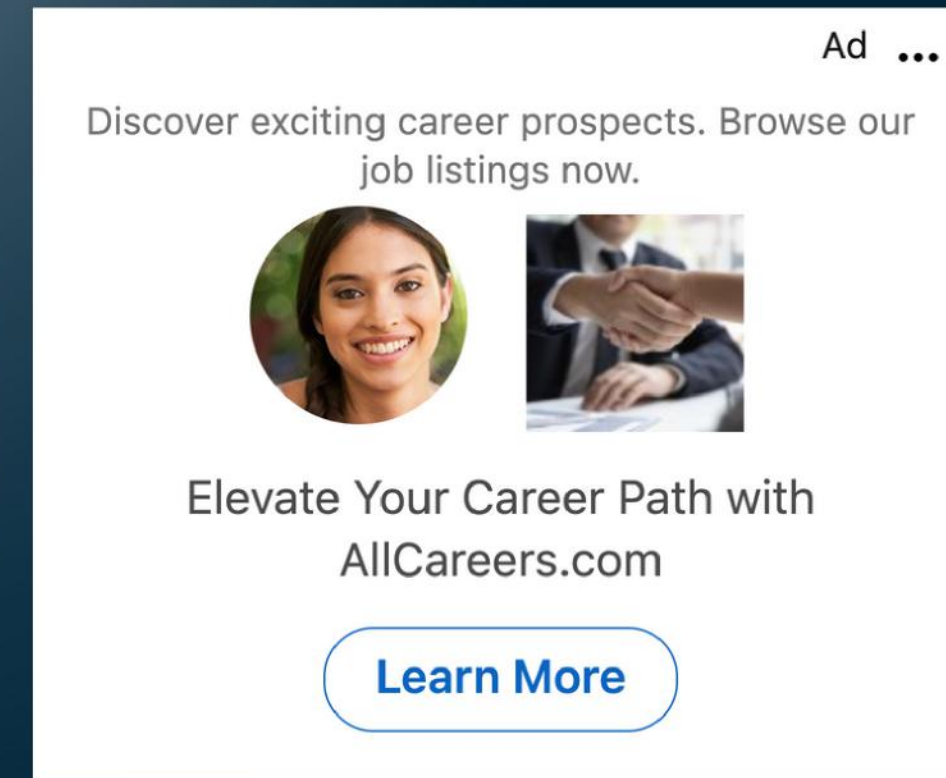
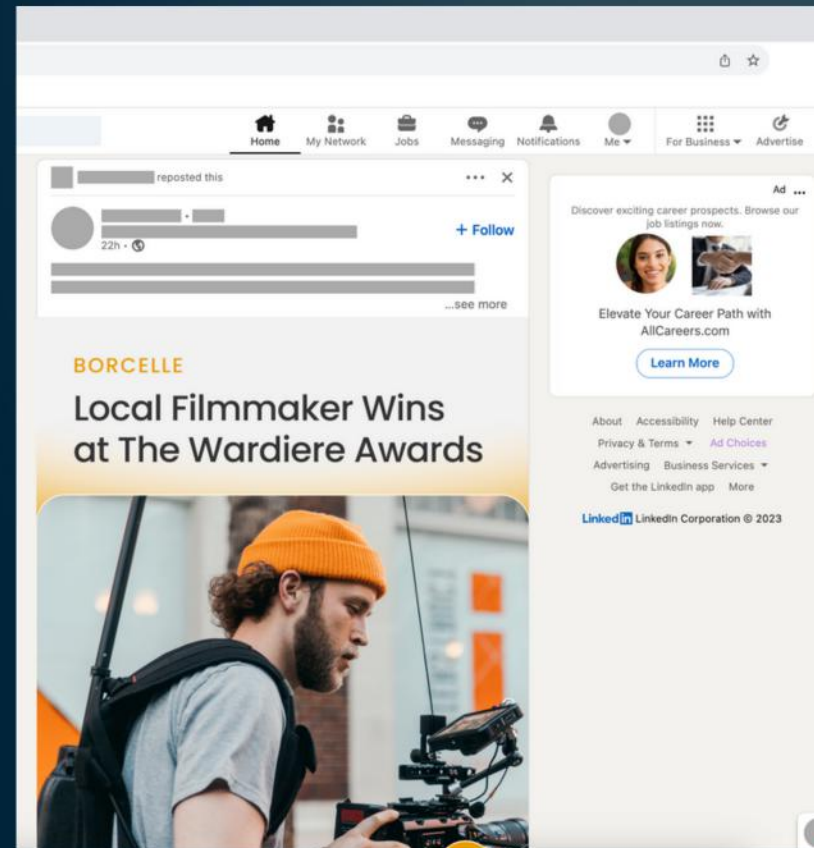
- Headline: 50 characters
- Description: 70 characters
- Company Name: 25 characters
- Call-to-Action: 18 characters

CTA Options:

- Apply
- Download
- View Quote
- Learn More
- Sign Up
- Subscribe
- Register
- Join
- Attend
- Request Demo

URL specs:

- Landing page URL: Required
- URL prefix: http:// or https://
- URL characters: 2000 characters for destination field URL



Design specifications

- Logo
 - Size: 100 x 100 px
 - File Type: JPG or PNG
 - File Size: 2 MB
- Background (optional)
 - File Type: JPG or PNG
 - Image Dimensions: 300 x 250 px
 - Image File Size: 2 MB

Ad type:

Follower Ads

LinkedIn ad text character limits

- Headline: 50 characters
- Description: 70 characters
- Company Name: 25 characters

Design specifications

- Company Logo Size: 100x100px
- Company Logo File Type: JPG or PNG
- Company Logo File Size: 2MB

CTA Options:

- Visit careers
- Visit company
- Visit jobs
- Visit life

*Note: The CTA options mentioned above are visible to LinkedIn users who already follow your page.
For non-followers, the default CTA button will be "Follow."*

The image displays a LinkedIn post and two variations of a follower ad. The post is a 'Real Estate Market Report' for San Diego County, featuring a house icon and four data points in dark blue boxes with white checkmarks:

NEW HOMES LISTED 1241	UNDER CONTRACT 511
PENDING SALES 1010	HOMES SOLD 971

The ad variations show a woman's profile picture and a green 'APPLY NOW' button on a keyboard. The headline reads 'Imagine your next career move' and the text says 'Discover exciting job prospects with AllCareers'. The CTA button is 'Visit Careers'.

Ad type:

Document Ads

Text Specs

- Ad name (optional): 255 characters
- Headline: 70 characters
- Introductory text: 150 characters

URL specs:

- No URL requirements

Design specifications

- File type: PDF, DOC, DOCX, PPT, PPTX
- File size: 100 MB
- Aspect Ratio: Vertical, Horizontal, Square
- # of pages:
 - Min: less than 10 pages
 - Max: 300 pages
 - 1 MM words



Use any of the PDF Layouts:

- Letter: 8.5 x 11 in
- Tabloid: 11 x 17 in
- Legal: 8.5 x 14 in
- Statement: 5.5 x 8.5 in
- Executive: 7.25 x 10.5 in
- Folio: 8.5 x 13 in
- A3: 11.69 x 16.54 in
- A4: 8.27 x 11.69 in
- B4: 9.84 x 13.90 in
- B5: 6.93 x 9.84 in

Note:

- If your PDF document contains multiple layers, it's essential to flatten or merge them.
- In case your PDF consists of pages with various sizes, it's advisable to resize them to a uniform page size.
- To guarantee that your document complies with **LinkedIn's Copyright Policy**, take the time to review their guidelines thoroughly.
- Make sure that your document includes secure hyperlinks.

Ad type:

Conversation Ads

Text Specs

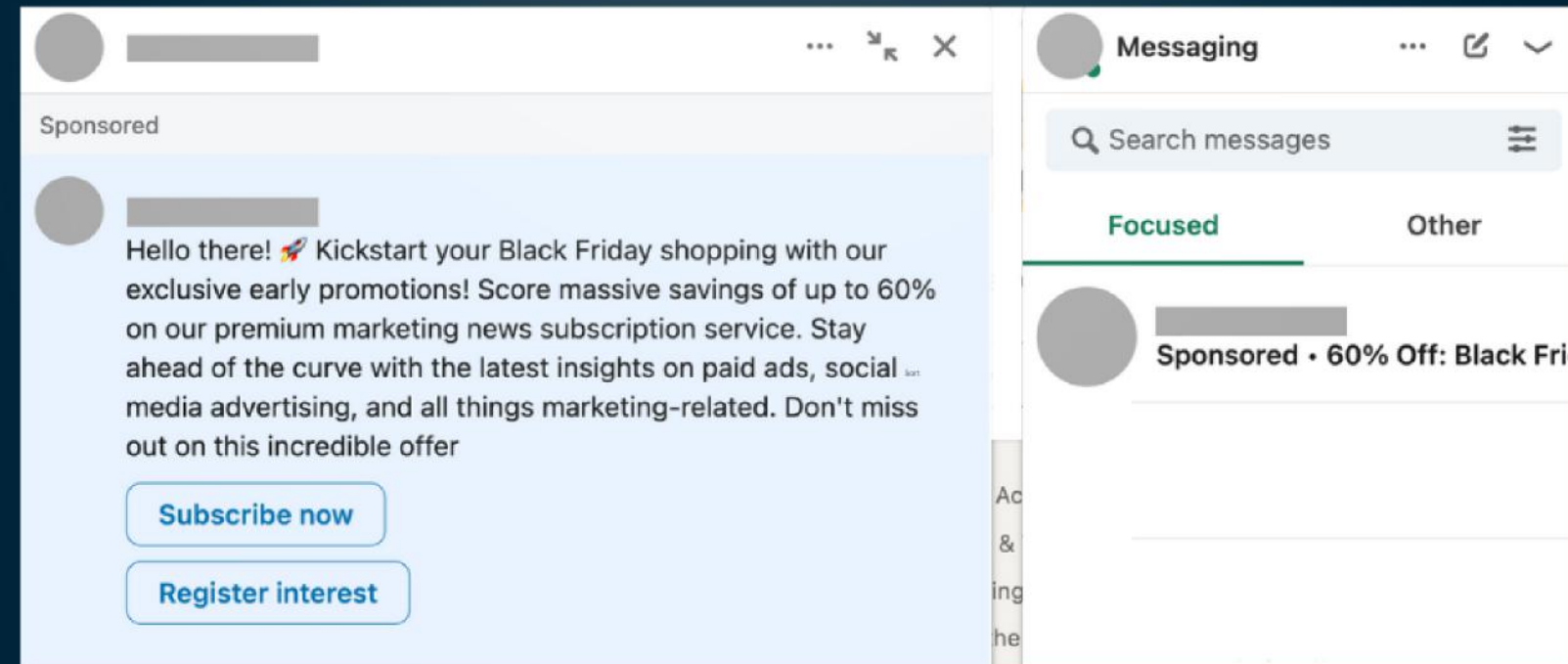
- Ad Name (optional): 255 characters max
- Message Text: 8,000 characters max
- Custom Footer: 20,000 characters max
- CTA: 25 characters max

Design specifications (Banner)

- File Type (optional): JPG or PNG
- Image Size (optional): 300 x 250 px max
- Image File Size (optional): 2MB max
- Sender Image: LinkedIn profile image of the sender
- Viewability: Only available on desktop

URL specs:

- Landing page URL: Required
- URL prefix: http:// or https://
- URL characters: 2,000 characters max for destination field URL



Ad type:

Event Ads

Text Specs

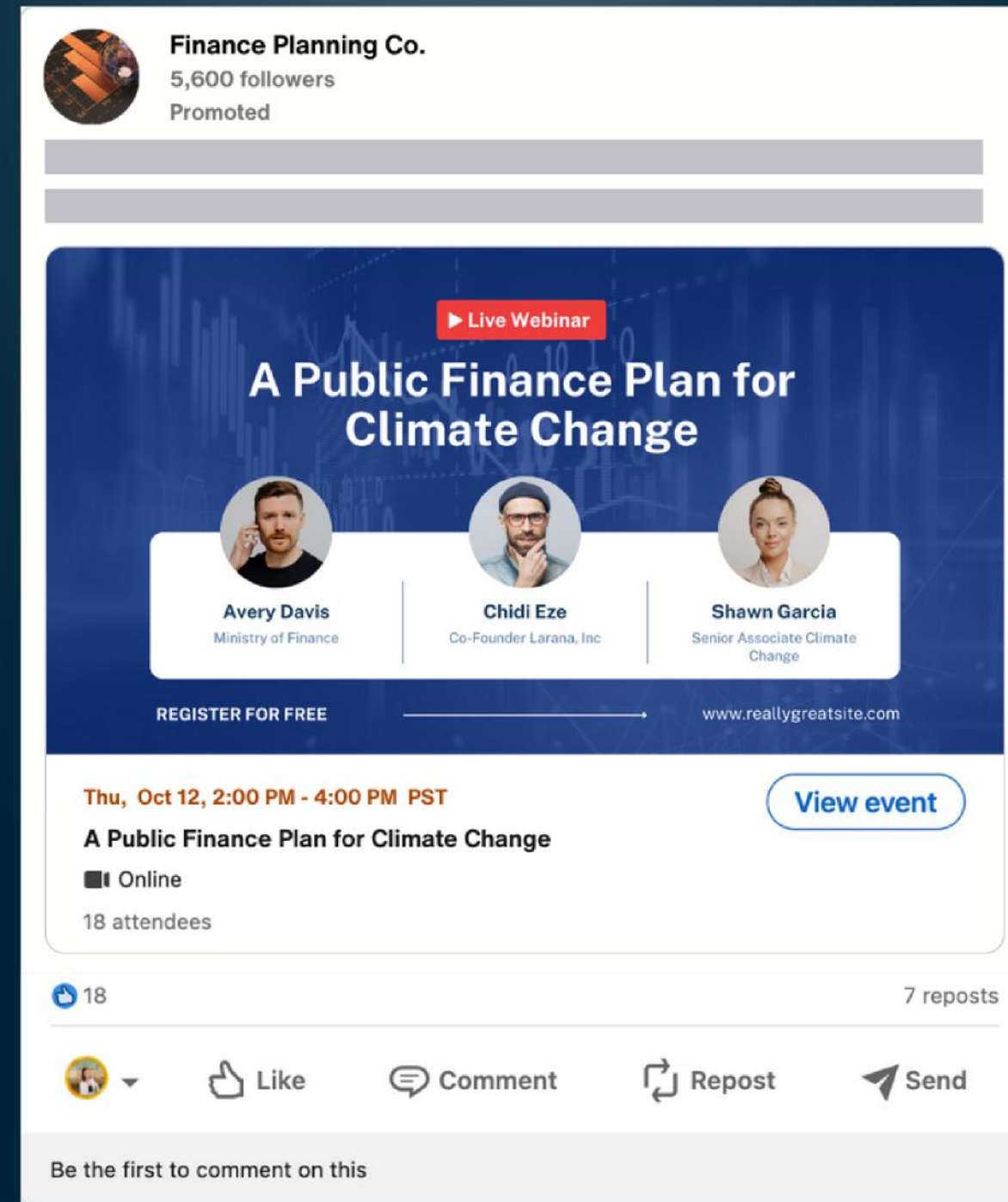
- Event name (optional): 255 characters
- Introductory text: 600 characters

Design specifications (Banner)

- Image Ratio: 4:1 (image will be pulled from the Event page)

URL specs:

- Event URL: Required, LinkedIn Event page URLs only
- URL prefix: http:// or https://
- URL characters: 2000 characters for destination field URL



The screenshot shows a LinkedIn event advertisement from Finance Planning Co. The ad features a blue banner with the title "A Public Finance Plan for Climate Change" and a "Live Webinar" tag. Three speakers are listed: Avery Davis (Ministry of Finance), Chidi Eze (Co-Founder Larana, Inc), and Shawn Garcia (Senior Associate Climate Change). The ad includes a "REGISTER FOR FREE" button and the website "www.reallygreatsite.com". The event is scheduled for Thursday, October 12, from 2:00 PM to 4:00 PM PST. It is an online event with 18 attendees. The ad has 18 likes and 7 reposts. The bottom of the ad shows interaction options: Like, Comment, Repost, and Send.



Interested in
collaborating on
content and data
with us?

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Strike Social is a global advertising company that leverages automation and data-driven solutions to optimize advertising campaigns across various social media platforms, including YouTube, Instagram, Facebook, TikTok, LinkedIn, Twitter, Snapchat, and other paid social platforms.

With offices across Asia, Europe, and the Americas, we provide businesses and brands with the expertise and technology 24/7 needed for successful campaign management and optimization.