Social Media Ad Sizes Cheat Sheet

facebook

Facebook ads with a high amount of text will receive a lower reach than images with little to no text. Use the Facebook Image Text Check Tool to see if there's too much text on your ad.

goo.gl/7Rqdfz

Wonderland
Today at 10:42 AM
Alice was beginning to get very tired of sitting by her sister.

1200 x 628

There was nothing so very remarkable in that
nor did Alice think it was very much out of the way to hear the Rabbit.
WWW.LOUIS-HERWOOD.COM
Like · Comment · Share
You
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Text · Headline · Description

Photo Link Click ads

Display a single image and a call to action that leads users to a new landing page approximately per:
Text: 90 characters
Headline: 25 characters
Description: 200 characters

Canvas ads

For businesses to showcase their stories and products on mobile
Text: 90 characters
Headline: 25 characters

Collection ads

Allows businesses to showcase a collection of products in a more visual way
Headline: 25 characters

Desktop and mobile app ads

To drive downloads of both desktop and your mobile apps
Text: 90 characters

Wonderland
Today at 10:42 AM
Alice was beginning to get very tired of sitting by her sister on the bank.

1200 x 900

Page Post Photo Ads
This Facebook ad type has the ability to show your beautiful pictures

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Wonderland
Today at 10:42 AM
Alice was beginning to get very tired of sitting by her sister on the bank.

1080 x 1080
600 x 600

Carouselads
Carousel ads allow you to change from two to **10 images** that will pop through
Text: 90 characters
Headline: 25 characters
Description: 20 characters

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Wonderland
Today at 10:42 AM
Alice was beginning to get very tired of sitting by her sister on the bank.

16:9
1:1

Video Ads
Aspect Ratio: 16:9 landscape to 1:1
Length: 30 seconds max
Headline: 25 characters
File size: Up to 4GB

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Wonderland
Today at 10:42 AM
Alice was beginning to get very tired of sitting by her sister on the bank.

1280 x 720

Video Slideshow Ads
Create a slideshow with **three** to **seven** images on Facebook and deliver them to your target audience
Text: 90 characters
Headline: 25 characters
Description: 200 characters

There was nothing so very remarkable in that
nor did Alice think it was very much out of the way to hear the Rabbit say.
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LinkedIn

Wonderland
Today at 10:42 AM
A popular shampoo's down scent Alice after it, never once considering how in the world she was to get out again. https://nbd.io/qrUMQAu

1200 x 628
Sponsored Content

101 Likes · 5 Comments
Like · Comment · Share

twitter

Wonderland @Alice in Wonderland · 2h
The rabbit hole went straight on like a tunnel for some way, and then dipped suddenly down, so suddenly that Alice ...

1200 x 675
Single Image Tweets

Promoted

Wonderland @Alice in Wonderland · 2h
The rabbit hole went straight on like a tunnel for some way, and then dipped suddenly down, so suddenly that Alice ...

800 x 418
1.9:1 Aspect
Website Card
Image App Card

800 x 800
1:1 Aspect
Website Card
Image App Card

Promoted

Instagram

Instagram
Wonderland Sponsored

1080 x 1080
Page Post Engagement
Clicks to Website
App Installs
Website Conversation
App Engagement

Learn More

♥ 467 Likes
Wonderland 'Well!' thought Alice to herself, 'after such a fall as this, I shall think nothing of tumbling down stairs!

Instagram
Wonderland Sponsored

1200 x 628
Landscape 1.9:1
This is the default when advertising to Instagram from Facebook ads

Learn More

♥ 467 Likes
Wonderland 'Well!' thought Alice to herself, 'after such a fall as this, I shall think nothing of tumbling down stairs!

Pinterest

Save · Like · Send

600 x 900

Saved from Wonderland
Visit

Get more Pins from Wonderland
Follow

Presently she began again. 'I wonder if I shall fall right through the earth!

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