

Creative Specs: Pinterest Technical Requirements

2021

Promoted Pins:

Content Attribute	Minimum Requirement	Recommendation
Resolution	200 px wide x 300 px tall	1000 px wide x 1500 tall
Aspect Ratio	3 wide: 2 tall (or less wide, more tall)	3 wide: 2 tall (or less wide, more tall)
Title Length	None	40 - 100 characters
Description Length	None	Up to 500 characters

- File type: PNG and JPEG
 - Pinterest recommends a high quality .jpg file less than 20 MB
- Successful [case study](#) utilizing standard promoted pins

Promoted Video Pins:

Content Attribute	Minimum Requirement	Recommendation
Resolution	200 px wide x 300 px tall	540 px wide x 960 tall
Aspect Ratio	3 wide: 2 tall (or less wide, more tall)	Square videos (1:1) or vertical (2:3 or 9:16). Max width videos can't exceed the height of a 1:1 ratio and have a widescreen option up to (16:9)
Duration	4 seconds	4 - 15 seconds
Title Length	None	40 - 100 characters
Description Length	None	Up to 500 characters

- File type: .mp4, .mov, or m4v. (GIF files **not** accepted)
 - Pinterest recommends a .mp4 file less than 2GB
- Encoding: H.264 or H.265
- Successful [case study](#) utilizing video formats in innovative ways

Featured Pin Carousel:

Content Attribute	Minimum Requirement	Recommendation
Creative Quantity	2	2-5
Resolution	200 px wide x 300 px tall	1000 px wide x 1500 tall
Aspect Ratio	1:1 or 3 wide: 2 tall (or less wide, more tall)	1:1 or 3 wide: 2 tall (or less wide, more tall)
Title Length	None	40 - 100 characters
Description Length	None	Up 500 characters

- File type: PNG and JPEG
 - Pinterest recommends a high quality .jpg file less than 20 MB. Max file size is 32 MB per image
- More on how to utilize [carousel ads](#)

Content Quality:

There are certain categories of prohibited content which cannot be advertised. This can include, but is not limited to adult content, weapon-related content, alcohol-related content, tobacco-related content, and certain healthcare-related content. If you have questions regarding the content of your ad, please reach out to your account manager and/or specialist.