

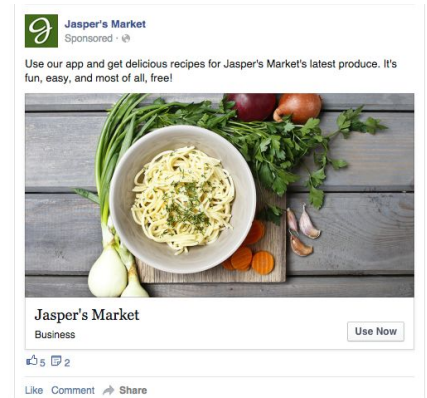
Facebook Creative Specifications

2020

Link Ads

- Image Size: 1,080x1080 pixels
- Aspect Ratio: 1:1 or 1.91:1
- Post Text: 90 character limit
- Headline: 25 character limit
- Link Description: 30 character limit
- Call to Action: Book Now, Shop Now, Download, Sign Up, and Learn More
- Image must contain less than 20% text

[Facebook Text Overlay Tool](#)

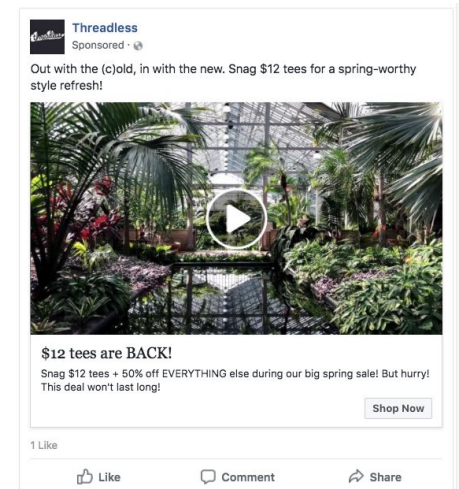


Video Ads

- Video Ratio: 9:16 to 16:9
- File Size: 4GB max
- Video Length Minimum: 1 second
- Video Length Maximum: 240 minutes
- Video Sound: optional but recommended
- Text: 125 characters
- Video Thumbnail: must contain less than 20% text

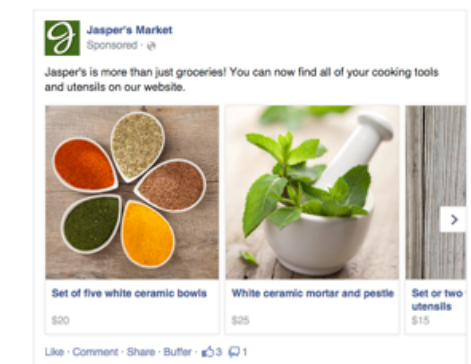
Videos Ads with Links

- Headline: 25 characters
- Link Description: 30 characters



Carousel Ads

- Minimum Number of Cards: 2
- Maximum Number of Cards: 10
- Image file Type: .jpg or .png
- Video File Type: [Supported File Formats](#)
- Maximum Image Size: 4GB
- Recommended Resolution: 1080x1080 (minimum)
- Recommended ratio: 1:1
- Text: 125 characters
- Headline: 25 characters
- Link Description: 20 characters



Lead Ads

Lead Ad Components:

- Image Size: 1200 x 628 pixels
- Aspect Ratio: 1.91:1
- Post Text: 90 character limit
- Headline: 25 character limit
- Description: 30 character limit
- Options: Context Card, End Card
- Form and Privacy Policy
- Customer Disclaimer

Lead Form Types:

- More volume: use a form that is quick to fill out and submit on a mobile device
- Higher Intent: Add a review step that gives people a chance to confirm their info

Lead Form Questions

User Information

Email Full name

Fewer options

Contact Fields

<input type="checkbox"/> First name	<input type="checkbox"/> Last name	<input type="checkbox"/> Phone number
<input type="checkbox"/> Street address	<input type="checkbox"/> City	<input type="checkbox"/> State
<input type="checkbox"/> Province	<input type="checkbox"/> Country	<input type="checkbox"/> Post code
<input type="checkbox"/> Zip code		

Demographic Questions

<input type="checkbox"/> Date of birth	<input type="checkbox"/> Gender	<input type="checkbox"/> Marital status
<input type="checkbox"/> Relationship status	<input type="checkbox"/> Company name	<input type="checkbox"/> Military status

Work Information

<input type="checkbox"/> Job title	<input type="checkbox"/> Work phone number	<input type="checkbox"/> Work email
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In addition to user information, you can add up to 3 questions. Add an existing question or create your own.
[+ Add a question](#)

Custom Lead Form Questions (Limit: 3)

Custom Questions (Optional)

Request additional information with custom form questions.

+ Add Custom Question

Aa Short Answer

Multiple Choice

↳ Conditional

🕒 Appointment Scheduling

Lead Form Intro (optional):

- **Headline:** 60 characters to briefly describe what people will receive
- **Image:** use the image from your ad or upload a new image (1200 x 628)
- **Layout:** paragraph or bullet points

Lead Form Configuration

- Choose a form language
 - English (US), Italian, French, Spanish, Deutsch, English (UK)

Lead Form x

Add Privacy Policy and Disclaimer

Business Privacy Policy
 Your privacy policy link will appear with Facebook's default privacy disclaimer.

By submitting your info, you agree to send it to iubenda who will process and use it according to their privacy policy. View iubenda's Privacy Policy

http://www.iubenda.com/privacy-policy/252372/

Legal Disclaimers (optional)
 You are responsible for compliance with local law including the collection and use of phone numbers in your marketing activities. The form below may be used to provide any notice and consent disclaimers as required by applicable law.

This is the some additional space for legal disclaimers.

Lead Form Privacy Policy (Required)

- **Link Text:** 70 characters
- **Link URL:** Required
- **Custom Disclaimer:** Optional

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Privacy Policy

Because you will be collecting customer information, you need to include a link to your company's privacy policy. Your link will appear with Facebook's default privacy disclaimer.

Link Text

Link URL

Custom Disclaimer

You can add additional notices like marketing opt-ins and legal disclaimers to the default Facebook privacy disclaimer.

Add custom disclaimer

Select ▾

Email

Enter your answer.

Full name

Enter your answer.

By clicking Submit, you agree to send your info to Wordplay Solutions who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [View Facebook Data Policy.](#) [View Wordplay Solutions's Privacy Policy.](#)

Submit

”

Lead Form Thank You Screen

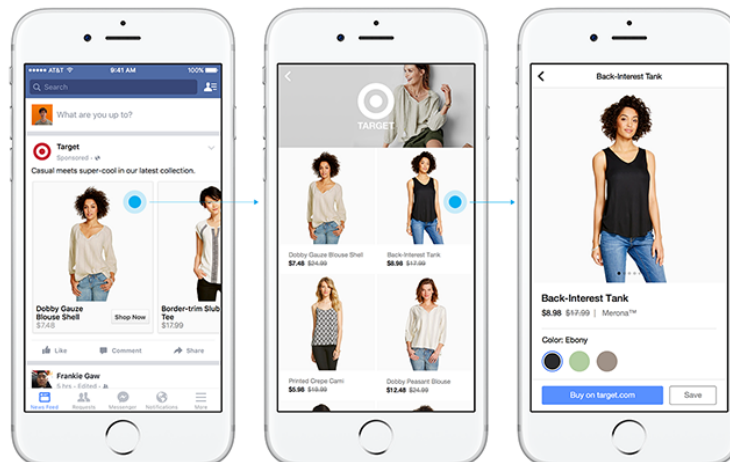
- Headline: 60 characters (required)
- Description: Required
- Button Type: View Website, Download or Call Business
- Button Text: 60 characters (required)
- Website Link: Required”

Canvas Ads

Instant Experience Ads (Formerly Canvas Ads)

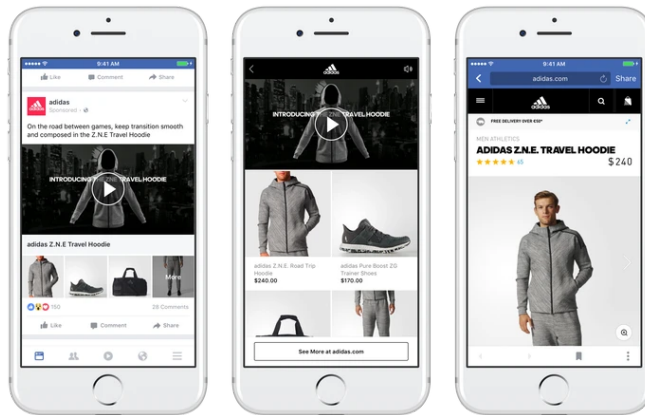
Instant Experience Image Requirements

- Multiple Images: up to 20 images
- Width: full width is 1080 px @ 3x
- Height: full height is 1920px @ 3x
- Two Sizing Options:
 - 'Fit-to-width' ensures the image is full width and allows for variable height.
 - 'Fit-to-height' forces the image to fill the screen top to bottom. If the image has horizontal overflow, 'tilt-to-pan' behavior will occur.
- File Type: .png and .jpg supported. Videos should be used to emulate an animated gif.
- Aspect Ratio: 2.7:1
- Post Text: 90 character limit
- When Using Collections: If you do not designate a cover image for your Instant Experience, the Collection hero image will be shown at the top of your Instant Experience. In the aforementioned case, the image must adhere to [these requirements](#).



Instant Experience Video Requirements

- All videos will be set to autoplay on loop with sound off. Like images, videos can be set to appear full width and fit the viewer's screen.
- **Resolution:** Videos should be a minimum 720p
 - The highest resolution possible is recommended
- **File Type:** mp4 or mov format
 - [Additional encoding tips](#)
- **Duration:** 2 minutes total across videos
- **Ratio:** Build for portrait
 - If necessary, videos will resize for landscape view with pillar box.
- **Multiple Videos:** Avoid placing two auto play videos on screen at once to prevent competing playback
- **Thumbnail:** The first frame of each video serves as the thumbnail or poster frame
- **Captions:** Captions are not recommended within Instant Experience videos.
- **When Using Collection:** The Collection hero video is shown at the top of the Instant Experience, therefore this video must also adhere to [these requirements](#)



Instant Experience Text Requirements

- Text is displayed against a background color set by the theme
 - White or Dark Gray
- **Length:** Each Instant Experience can have multiple blocks of text up to 500 words each
- **Font Face:** Serif, San Serif
- **Font Size:** 6-72pt **Font Color:** #rrggbb
- **Font Style:** Bold, Italic, Underline - apply to whole block not individual words
- **Alignment:** Left, Center, Right

Instant Experience Button Requirements

Each Instant Experience must have 1 or more buttons. Buttons may appear filled with color or outlined with the background color showing through. We recommend using a filled button for your primary call-to-action (CTA) and outlined buttons for secondary CTAs.

- **Button Height:** 48px
- **Button Text:** 30 characters max.
 - Text must fit on one line and may be truncated
- **Button Padding:** 48px top and bottom padding
- **Font Face:** Serif, San Serif
- **Font Color:** Optional
- **Button Fill Color:** Optional
- **Button Outline Color:** Optional

All Instant Experiences also include a back button and a downward swipe arrow which are overlaid:

- **BACK BUTTON (REQUIRED):** The back button is a required element that enables a user to close the Instant Experience and return to News Feed. This button appears as a small white arrow in the top left corner of the screen. It has a slight dark outline to make it visible against white backgrounds.
- **SWIPE/SCROLL ARROW (REQUIRED):** A swipe arrow is included on the first screen. This arrow appears with a slight dark outline to stand out against a white background.

Instant Experience Tilt-to-Pan Recommendations

The Tilt-to-pan feature allows a user to tilt the phone to the left or right to reveal more of the image or video. To enable this functionality select the 'fit-to-height' option in the photo/image component of the Create Tool.

- **Width:** An image or video can have up to 5x the width of the screen (5400px), however, we recommend 3x (3240px) for performance and usability.
- **Position:** The element starts centered and is always 100% of the screen height, 1920px.
- **Call-To-Action (CTA):** A "Tilt to see more" CTA is NOT automatically added. If you want a CTA you will need to include the text in the image or video.
- **Compression:** Images used in tilt-to-pan are compressed for performance and usability. Be aware compression artifacts can make text appear blurry.

