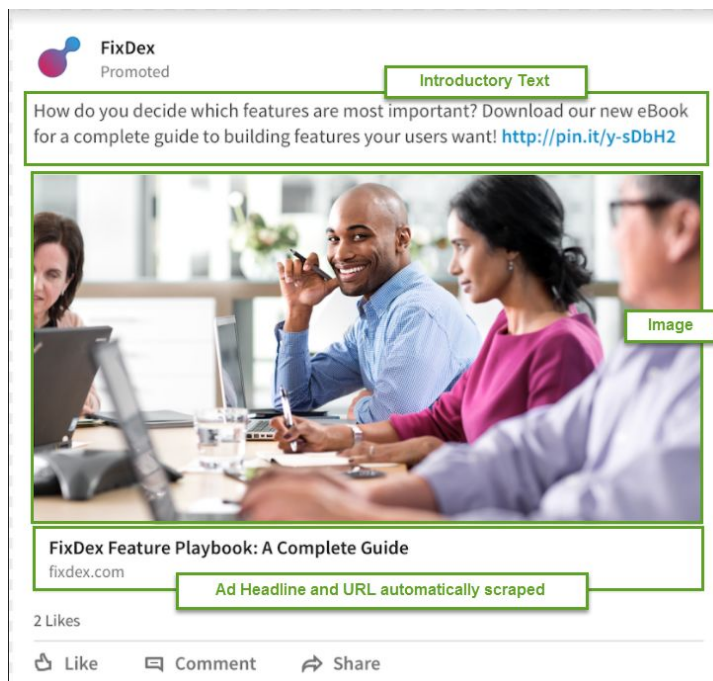


LinkedIn Creative Specifications

2019

Sponsored Content

- **Image Size:** 1200 x 627 pixels
- **Aspect Ratio:** 1.91:1
- **Introductory Text:** 150 characters or less, including landing page URL
- **Ad Headline:** 70 characters or less
- **Landing Page URL:** 23 characters or less
 - The Landing Page URL counts towards the introductory text limitation
 - All URLs must have the "http://" or "https://" prefix.
 - URLs longer than 23 characters are shortened by the LinkedIn shortener.
- **Description Text:** The latest versions of LinkedIn, on mobile and desktop, will rarely show link description text. Description text will only show in the following circumstances:
 - Link shares with images less than 200 pixels wide
 - Ads on certain versions of the LinkedIn mobile website
 - User views an ad that has been delivered beyond the LinkedIn feed



Text Ads

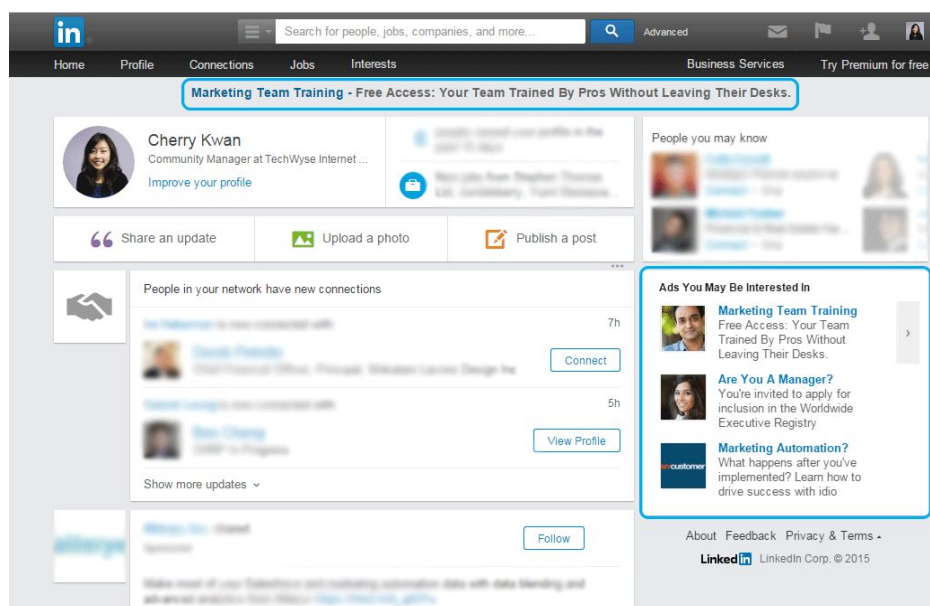
- Landing Page URL: required
 - All URLs must have the "http://" or "https://" prefix.
 - Click tracking for landing page URLs is supported
- Headline: 25 character limit
- Description: 75 character limit
- Images: 100x100 (optional)

Text Ads appear in a variety of sizes:

- 300x250
- 17x700
- 160x600
- 728x90
- 496x80

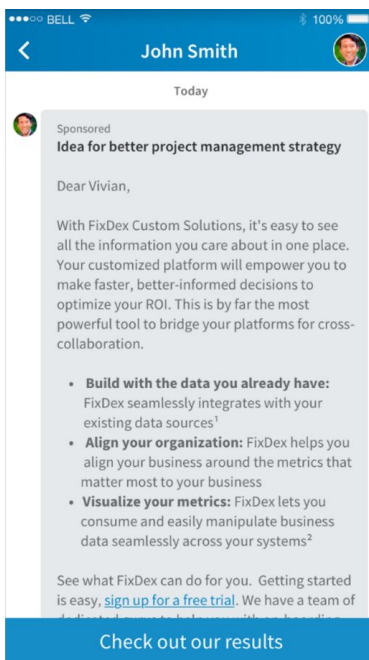
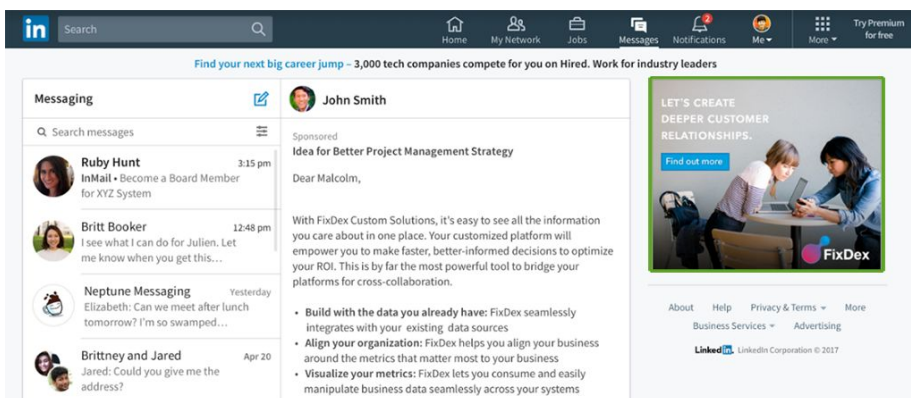
Text Ad Placements:

- LinkedIn Homepage
- LinkedIn Profile pages
- Groups pages
- Messaging pages
- My Network page
- Who's Viewed My Profile page
- Search Results page



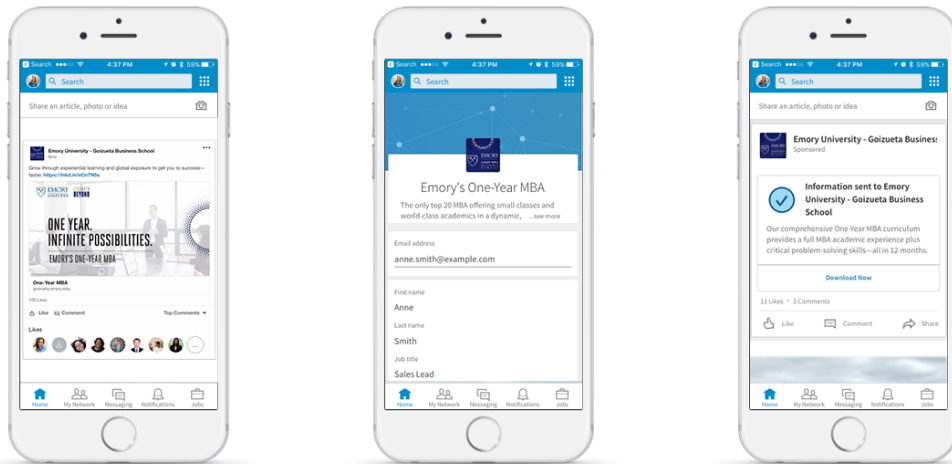
InMail

- Sender's Name: 30 character max (including spaces/punctuations)
- Subject Line: 60 character max (including spaces/punctuations)
- Body Copy: 1,500 character max (including spaces/punctuations)
- Clickable Links: 3 links max
- Hyperlinked Text in Body: 70 character maximum (including spaces/punctuations)
- Call-to-Action: 20 character max (including spaces)
- URL in Hyperlink or CTA Button: no restrictions
- Custom Terms and Conditions: 2,500 character max (including spaces/punctuations)
- 300x250 Banner Ad: optional but recommended
 - File Type: .jpg, .gif (non-animated) or .png (no flash)
 - Maximum File Size: 40 kb
 - Landing Page URL



Lead Generation

- Offer **Headline**: 40 characters
- Offer **Detail**: 70 characters to avoid truncation
- **Privacy Policy URL**: required
- **Custom Privacy Policy Text**: Optional
- **Lead Form Questions** (up to 7):
 - First name, Last name, Email, Phone, City, State/Province, Country, Zipcode, Work email, Work number, Job title, Function, Seniority, Company name, Company size, Industry, Degree, Field of study, University/School, Start date, Graduation date or Custom Fields



Lead Generation Custom Thank You

- Message: 160 characters
- **Destination URL**: required

Customize the message members will see after submitting the form (optional)

Customize your thank-you message (optional)

Thank you message

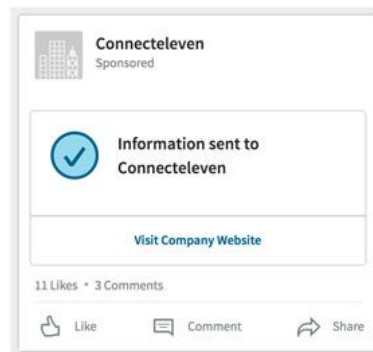
160

Link to your website

http://www.example.com

Thank you page call-to-action

Visit Company Website

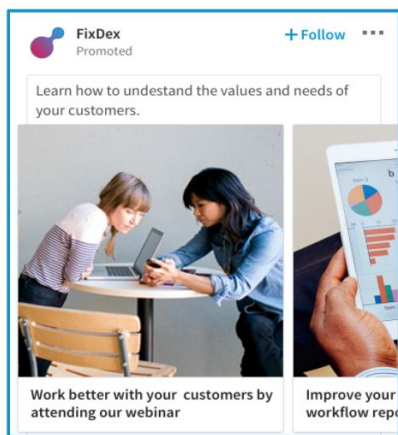


Carousel Ads

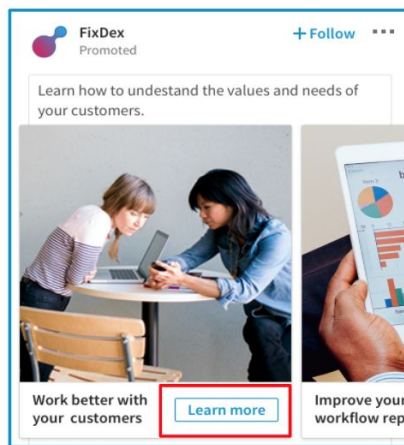
- There must be a minimum of 2 carousel cards
- **Introductory Text:** 255 character maximum (truncated at 150 characters on mobile devices)
- **Max File Size (per card):** 10 MB
- **Card Size:** 1080x1080
- **File Formats:** .jpg, .png, .gif (non-animated only)
- **Carousel Card Headline:** Headline text for each image card is a maximum of two lines before being truncated.
 - 45-character limit for carousel ads that direct to a landing page
 - 30-character limit for carousel ads with a Lead Gen Form CTA



Drive traffic to your website or landing pages



Collect leads with Lead Gen Forms



Note: CTA buttons are **only** available for carousels that use Lead Gen Forms

- Carousel cards can be directed to different landing pages, but if the Lead Gen Form option is selected, the CTA will link to the same Lead Gen Form for all carousel cards.
- Carousel campaigns are not eligible to use LinkedIn Audience Network.

Video Ads

- **Length:** 3 seconds to 30 minutes
 - Tip: the most successful video ads are less than 15 seconds long
- **Layout:** Horizontal only
- **File Size:** 75 KB to 200 MB
- **File Format:** MP4
- **Frame Rate:** Less than 30 FPS
- **Pixel and Aspect Ratio Requirements:**
 - 360p (480 x 360; wide 640 x 360)
 - 480p (640 x 480)
 - 720p (960 x 720; wide 1280 x 720)
 - 1080p (1440 x 1080; wide 1920 x 1080)
 - Video ads created with a 1:1 aspect ratio should have a minimum resolution of 600 x 600px, and a maximum resolution of 1080 x 1080px.
- **Audio Format:** AAC or MPEG4
- **Audio Size:** Less than 64 KHz
- If a member unmuted the video in their feed on desktop and scrolls down immediately (in less than two seconds), the video will continue playing even if less than 50% of the video is visible on screen.
- All of the [Sponsored Content Ad Specifications](#) apply to the text portion of video ads.
- When adding video captions, they must be in .SRT format.

