

# PINTEREST AD SPECIFICATIONS

<b>IMAGE</b>	<p><b>File type:</b> .PNG or .JPEG <b>Max file size:</b> 20 MB <b>Aspect ratio:</b> 2:3 aspect ratio (1000x1500 pixels) <b>Character Counts:</b></p> <ul style="list-style-type: none"><li>• Title: 100 characters max</li><li>• Description: 500 characters (<i>Note: descriptions do not appear when viewing the ad. Descriptions are used by Pinterest's algorithms to determine relevance for delivery.</i>)</li></ul>
<b>VIDEOS</b>	<p><b>File type:</b> .MP4, .MOV, or .M4V <b>Encoding:</b> H.264 or H.265 <b>Max file size:</b> 2GB <b>Video length:</b> Minimum 4 seconds, maximum 15 minutes (6-15 seconds recommended). <b>Aspect ratio:</b> Square (1:1) or vertical (2:3, 4:5, or 9:16). <b>Character Counts:</b></p> <ul style="list-style-type: none"><li>• Title: 100 characters max</li><li>• Description: 500 characters (<i>Note: descriptions do not appear when viewing the ad. Descriptions are used by Pinterest's algorithms to determine relevance for delivery.</i>)</li></ul>
<b>CAROUSEL</b> (2-5 Images)	<p><b>File type:</b> .PNG or .JPEG <b>Max file size:</b> 20 MB per image <b>Creative quantity:</b> 2 to 5 images per carousel <b>Aspect ratio:</b> 1:1 or 2:3 aspect ratio. <b>Character Counts:</b></p> <p>Title: 100 characters max Description: 500 characters (<i>Note: descriptions do not appear when viewing the ad. Descriptions are used by Pinterest's algorithms to determine relevance for delivery.</i>)</p>

## Image Background Guidelines

- Pinterest adds a faint color layer to image Pins in the home feed with white or black backgrounds. This distinguishes the pins from the app background color and helps to highlight links included in the Pin. This feature applies to all image Pins and ad types but does not apply to videos.
- **For Pins with a white or near white background:**
- Light mode: A faint black layer (#000000 at 4% opacity) is automatically applied on top of creative.
- Dark mode: No changes.
- **For Pins with a black or near black background:**
- Light mode: No changes.
- Dark mode: A faint white layer (#FFFFFF at 10% opacity) is automatically applied on top of creative.

## Prohibited Creative Guidelines

- Full list of creative guidelines can be found [HERE](#)

\*\* Assets are due two weeks prior to launch

Please visit Pinterest's (HYPERLINK TO PINTEREST'S WEBSITE <https://policy.pinterest.com/en/advertising-guidelines>)

full list of prohibited restrictions for creative