META ADS

The below specs are applicable to all following available ad types: Image, Video, and Carousel. Please provide each ad creative in all 3 spec sizes to fit placements across FB and IG.

FEEDS & STORIES	1440x1440 (1:1 aspect ratio) 1440x1800 (4:5 aspect ratio) 1440x2560 (9:16 aspect ratio)* *Leave the following areas free of text or logo overlays to avoid them being covered by the profile icon or CTA: - For 9:16 ratio (ONLY): 14% of the top, 6% of the sides, and 35% of the bottom
FILE TYPES	Images: JPG or PNG Videos: MP4, MOV or GIF
MAX FILE SIZE	Images: 30 MB Videos: 4 GB
TEXT REQUIREMENTS	Primary Text: 125 Characters Headline & Link Description: 27 Characters *Text over character limits is allowed but may be truncated with a "See More..." prompt.
ADDITIONAL AD REQUIREMENTS	Carousel Ads require 2-10 images and/or videos

Additional Creative Guidelines

- MediaMax recommends running 3-5 ads per campaign. These can be a mix of single image, single video, or carousel ads.
- If you would like to run carousel ads, please let us know when you provide creative assets and specify:
  - Which images/videos should be grouped in the carousel.
  - Which images/videos should run as single image or single video ads.
- We recommend videos be 6s-15s for optimal engagement, or up to 30s.
- Please note that creative swaps may occur every 4-6 weeks during the campaign flight, if applicable.

Please visit Meta's full list of prohibited restrictions for creative: https://transparency.fb.com/policies/ad-standards/

** Assets are due two weeks prior to launch

mediamax