PINTEREST ADS

The below specs are applicable to all following available ad types: Image, Video, and Carousel.

DIMENSIONS	Images: 1000x1500 (2:3 aspect ratio)* **or** 1000x1000 (1:1 aspect ratio) Videos: 1000x1500 (2:3 aspect ratio)* **or** 1080x1920 pixels (9:16 aspect ratio)* **or** 1080x1080 (1:1 aspect ratio) *Recommended sizes. One size per ad.
FILE TYPES	Images: JPG or PNG Videos: MP4, MOV or M4V
MAX FILE SIZE	Images: 20 MB Videos: 2 GB
VIDEO REQUIREMENTS	**Video Encoding:** H.264 or H.265 **Video Length:** Minimum 4 seconds, maximum 15 minutes (6-15 seconds recommended)
TEXT REQUIREMENTS	**Title:** 100 characters max **Description:** 500 characters Note: descriptions do not appear when viewing the ad. Descriptions are used by Pinterest's algorithms to determine relevance for delivery.
ADDITIONAL AD REQUIREMENTS	Carousel Ads require 2-5 images. Image specs apply.

** Assets are due two weeks prior to launch

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.

Please visit Pinterest's full list of prohibited restrictions for creative: https://policy.pinterest.com/en/advertising-guidelines

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