TIKTOK ADS

DIMENSION	1080x1920 (9:16 aspect ratio)
FILE TYPES	MP4 MOV MPEG 3GP AVI
MAX FILE SIZE	500 MB
BITRATE	2,500 kbps recommended (516 kbps minimum)
VIDEO LENGTH	Up to 10 minutes (9-15 seconds recommended)
TEXT REQUIREMENTS	Caption: 100 Characters *Does not support any clickable links, symbols (@), or hashtags.

Prohibited Creative Guidelines

- Promote illegal products, services, or activities, including drugs and drug paraphernalia
- Contain adult content, nudity, pornography, or sexually explicit material
- Make unsubstantiated health, weight loss, financial, or performance claims
- Promote tobacco, e-cigarettes, vaping products, nicotine products, or related accessories
- Include hate speech, harassment, discrimination, violent, graphic, or shocking content
- Use misleading, deceptive, false, or fraudulent claims, including clickbait tactics
- Alcohol advertising subject to strict market, age, and platform restrictions

Please visit TikTok's full list of prohibited restrictions for creative:
https://ads.tiktok.com/help/article/tiktok-advertising-policies

** Assets are due two weeks prior to launch

mediamax