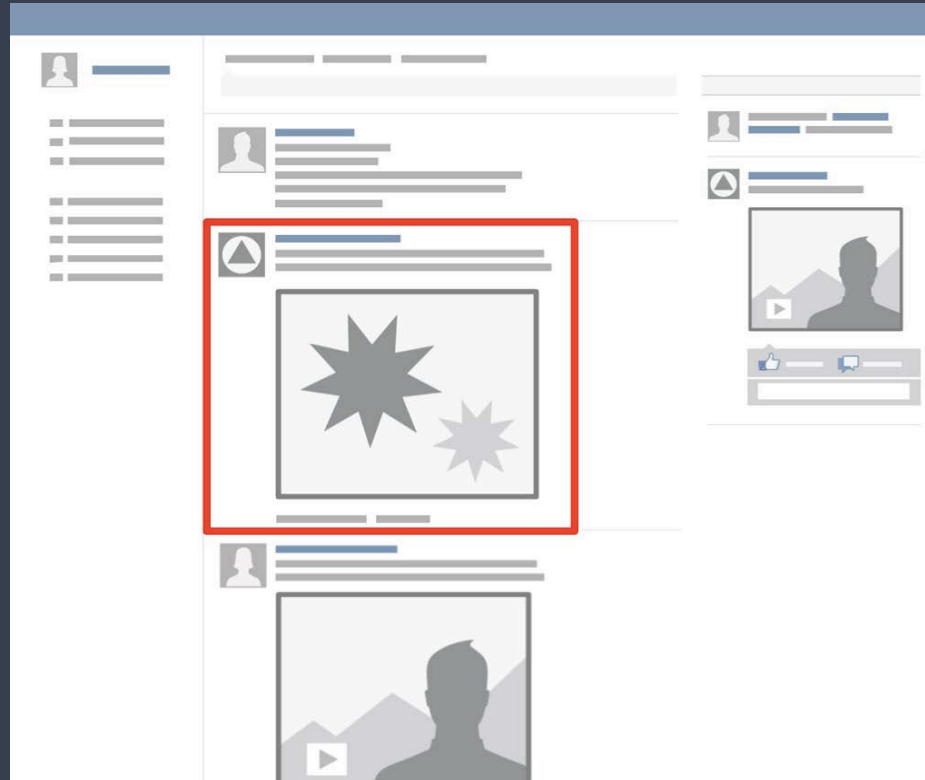**facebook** for business

Ads Product Guide

January 2014

Note: As a part of our ads simplification initiative, on April 9th, we will be removing the ability to create standalone Sponsored Stories from our interfaces and API. After April 9th, the following units will remain in our ad offerings.
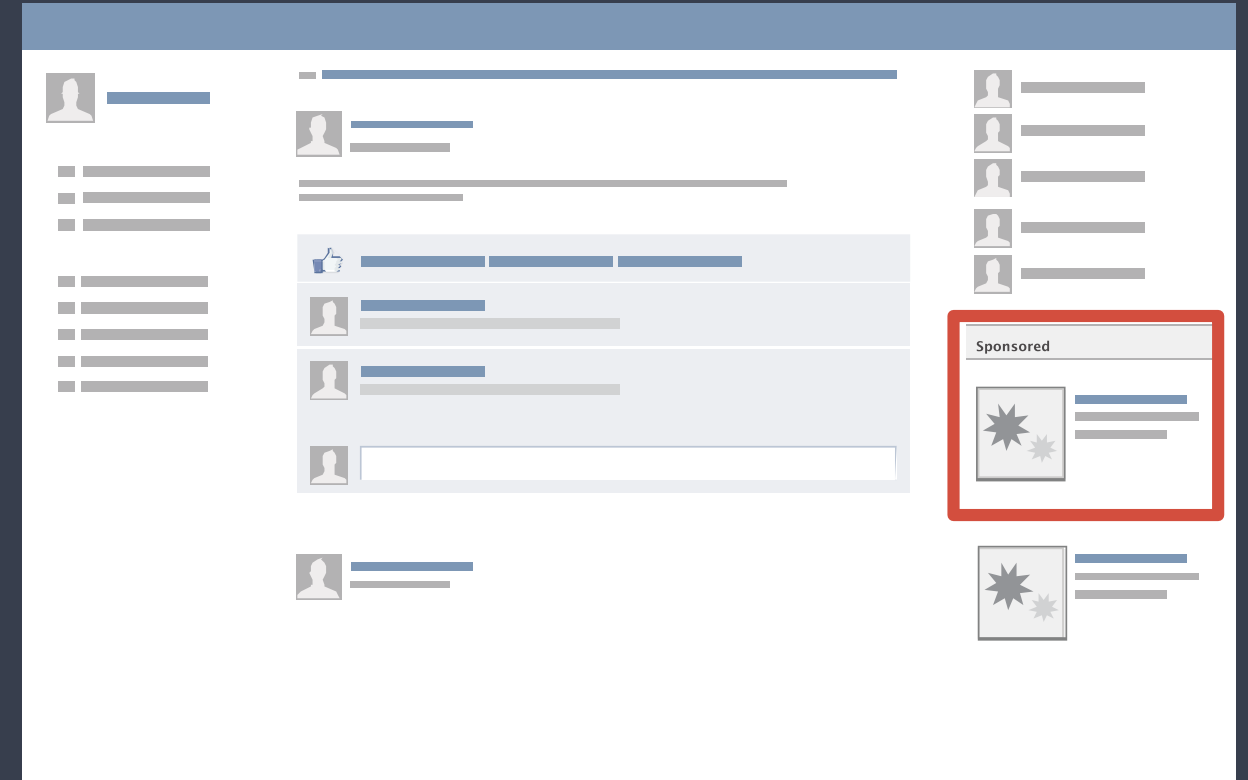
Facebook Ads: reach your audience across devices

News Feed mobile

News Feed desktop

Right-hand side on Facebook

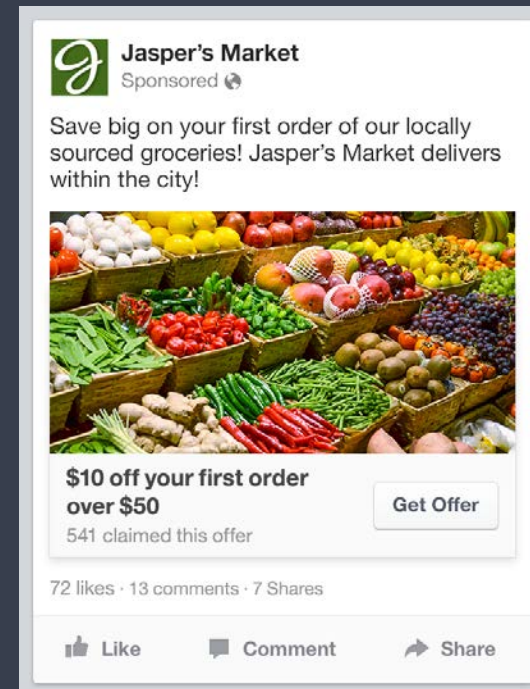# What's a Facebook ad?

What your business is

What your message is

What your visual assets are
Includes photos , videos

Which action your want people
to take with your ad (optional)
*Includes Like, Get Offer, Join Event,
Install app*

News Feed mobile

News Feed desktop

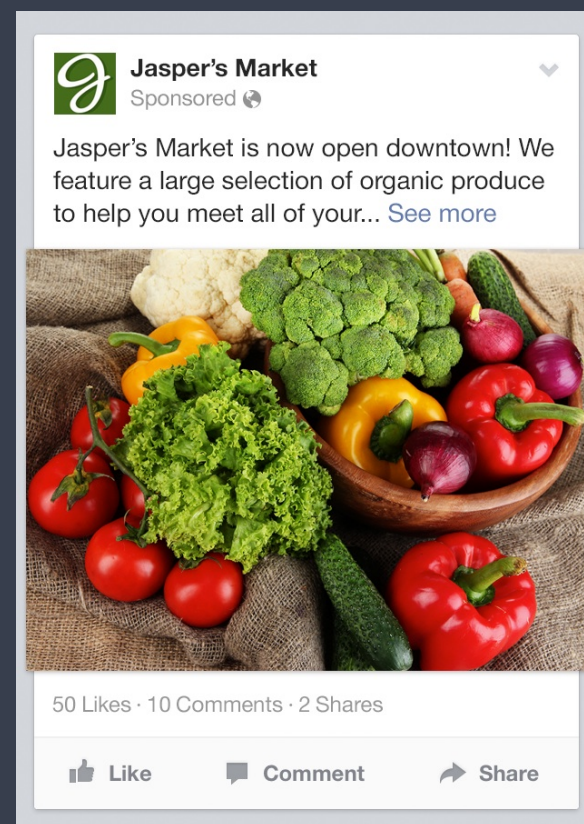Right-hand side on Facebook

Facebook Ads always show in the most engaging way possible

Ads shown to people who are connected to your business display content in the following manner.

Ads shown to people who aren't connected to your business, they're labeled "Suggested Post".

Ads shown to people who aren't connected to your business but who have friends who are connected will show social information.

Types of social information

There are different types of social information that can be surfaced to people whose friends have connected with your business.

Social information when a friend is connected with your Page
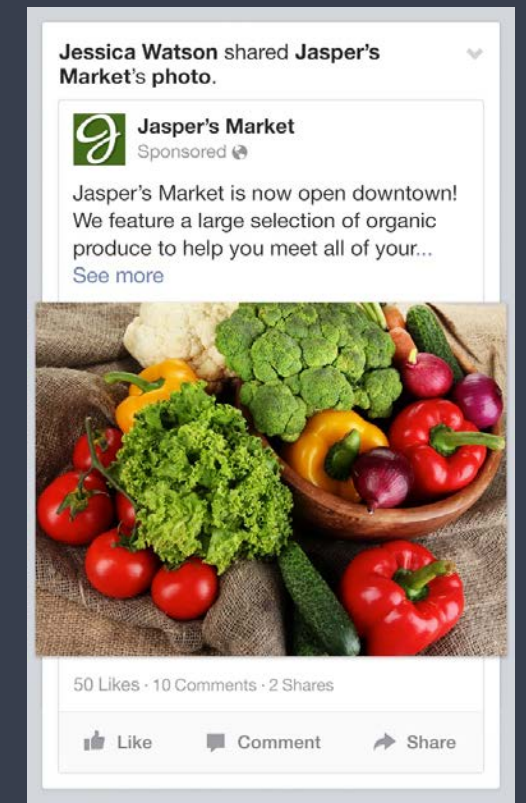(e.g. "Jessica Watson likes [Page Name]")
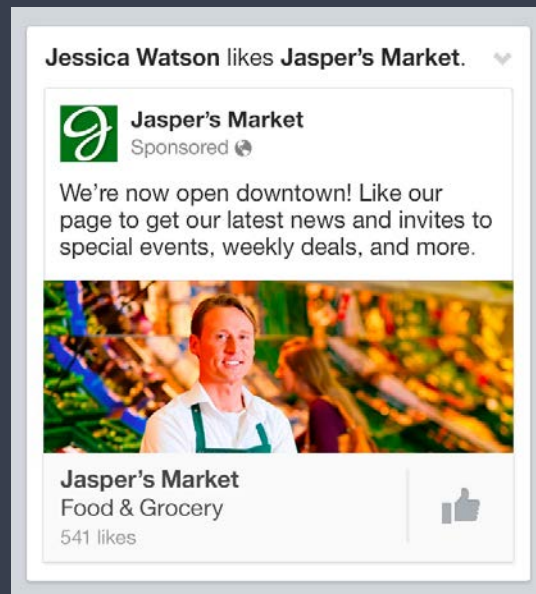
Social information when a friend liked a post from your Page
(e.g. "Jessica Watson likes this")

Social information when a friend commented on a post from your Page
(e.g. "Jessica Watson commented on this")

Social information when a friend shared a post from your Page
(e.g. "Jessica Watson shared [Page Name]'s [post type]")

Jessica Watson likes Jasper's Market.

Jasper's Market
Sponsored

We're now open downtown! Like our page to get our latest news and invites to special events, weekly deals, and more.

Jasper's Market
Food & Grocery
541 likes

Jessica Watson likes this.

Jasper's Market
Sponsored

Jasper's Market is now open downtown! We feature a large selection of organic produce to help you meet all of your
...See more

50 Likes · 10 Comments · 2 Shares

Like   Comment   Share

Jessica Watson commented on this.

Jasper's Market
Sponsored

Jasper's Market is now open downtown! We feature a large selection of organic produce to help you meet all of your...
See more

50 Likes · 10 Comments · 2 Shares

Like   Comment   Share

Jessica Watson shared Jasper's Market's photo.

Jasper's Market
Sponsored

Jasper's Market is now open downtown! We feature a large selection of organic produce to help you meet all of your...
See more

50 Likes · 10 Comments · 2 Shares

Like   Comment   Share

How to achieve your business goals with Facebook ads

Drive awareness and engagement of your message with an image

News Feed desktop
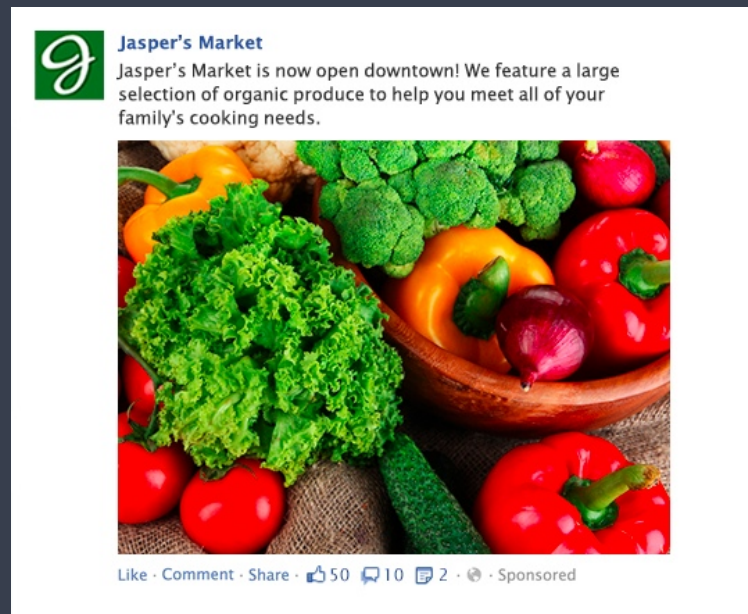
News Feed mobile

Right-hand side

Text: "Safe zone" of 500 characters, remainder truncated

Image aspect ratio: Up to 1:1 at tallest (depending on specs of uploaded image)

Image specs in ad: Up to 400x400 px (will scale to fit longest edge at 400px)

Image specs if multi-photo story:

- 2, 3, 4, 6, 9 photos: 1:1 image ratio for each image
- Album created stories: hero image scaled at 2:3 image ratio, 3 album images will maintain a 1:1 image ratio
- For additional questions, please contact your account rep

Text: "Safe zone" of 110 characters, remainder truncated (cut off at ~3 lines if unusual spacing)

Image aspect ratio: Up to 1:1 at tallest (depending on specs of uploaded image)

Image specs in ad: Up to 618x618 px (will scale to fit longest edge at 618 px)

Text: "Safe zone" of 90 characters, remainder truncated

Image aspect ratio: Up to 1:1 at tallest (depending on specs of uploaded image)

Image specs in ad: Up to 120x120 px (will scale to fit longest edge at 120px)

Recommended assets:

- Text: 90 characters
- Image ratio: 1:1
- Image specs: 1200X1200 px

Drive awareness and engagement of your message with a video

News Feed desktop

Text: "Safe zone" of 500 characters, remainder truncated

Thumbnail aspect ratio: Up to 1:1 at tallest (depending on specs of uploaded image)

Image specs in ad: Up to 400x400 px (will scale to fit longest edge at 400px)

Recommended video specs: 16:9 aspect ratio, 1080 resolution, .mov file format, file size less than 1 GB.

News Feed mobile

Text: "Safe zone" of 110 characters, remainder truncated (cut off at ~2.5 lines if unusual spacing)

Thumbnail Image aspect ratio: Up to 1:1 at tallest (depending on specs of uploaded image)

Image specs in ad: Up to 560x560 px (will scale to fit longest edge at 560px)

Recommended video specs: 16:9 aspect ratio, 1080 resolution, .mov file format, file size less than 1 GB.

Right-hand side

Text: "Safe zone" of 90 characters, remainder truncated

Thumbnail Image aspect ratio: Up to 1:1 at tallest (depending on specs of uploaded image)

Image specs in ad: Up to 128x128 px   (will scale to fit longest edge at 128px)

Recommended video specs: 16:9 aspect ratio, 1080 resolution, .mov file format, file size less than 1 GB.

Recommended assets:
- Image ratio: 16:9
- Text: 90 characters
- Image specs: 1200x675 px

Drive awareness and engagement with a message

News Feed desktop

Text: 500 characters, remainder truncated

News Feed mobile

Text: 500 characters, remainder truncated

Right-hand side

Text: 90 characters, remainder truncated

Note: Driving awareness of your message with a photo or video are recommended over text.

Recommended creative:
- Text: 90 characters

Drive clicks to your website

News Feed desktop

News Feed mobile

Right-hand side

Text: "Safe zone" of 500 characters, remainder truncated
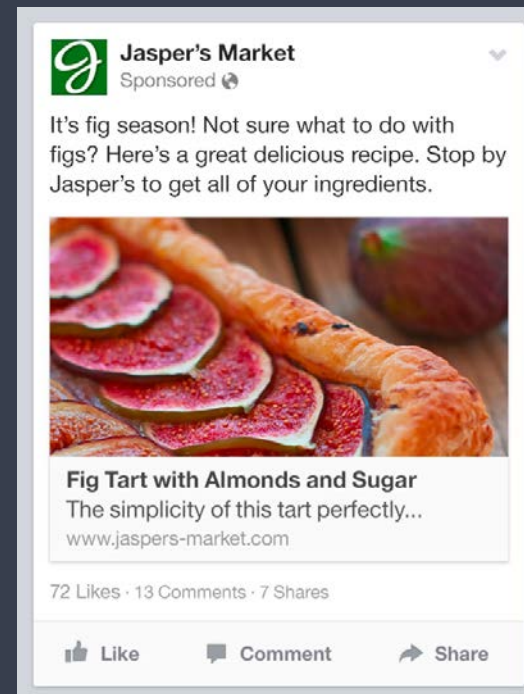
Link title, domain and description:
- Title: 1-2 lines (depending on length)
- Domain link: 1 line
- Description: 2-3 lines (depending on title length)

Image aspect ratio: 1.91:1

Image specs in ad: 400x209 px

If the uploaded image is smaller than 400x209 px, then it will render as 154x154 or 90x90 px (the largest available size)

Text: "Safe zone" of 110 characters, remainder truncated (cut off at ~2.5 lines if unusual spacing)

Link title, domain and description:
- Title: 1-2 lines (depending on length)
- Domain link: 1 line
- Description: Up to 1 line (depending on title length)

Image aspect ratio: 1.91:1

Image specs in ad: 560x292 px

If the uploaded image is smaller than 560x292 px, then it will render as 100x100 px

Text: "Safe zone" of 90 characters, remainder truncated

Link title: Up to 25 characters
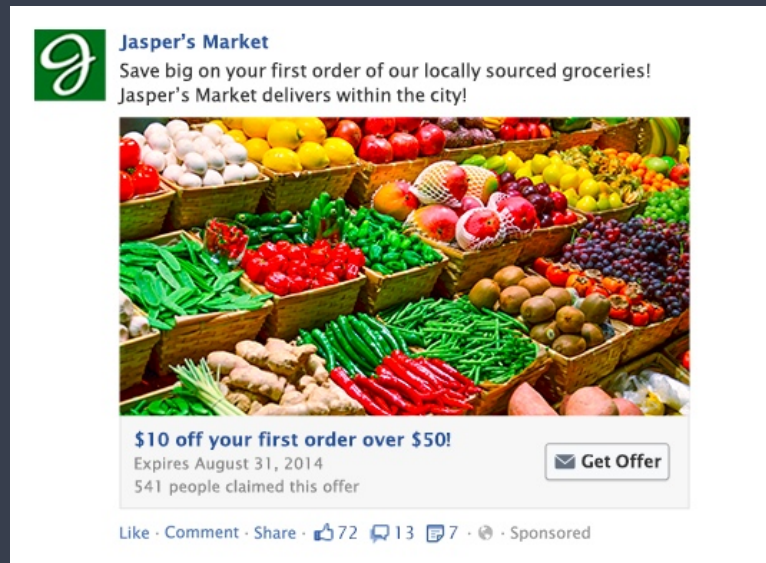
Domain link : 1 line

Image aspect ratio: 1.39:1

Image specs in ad: 100x72 px

Recommended assets:
- Text: 90 characters
- Link title: 25 characters
- Image ratio: 1.91:1
- Image specs: 1200x627 px

Drive people to your store with an offer

News Feed desktop

Text: "Safe zone" of 500 characters, remainder truncated

Offer details:
- Title: 1-2 lines (depending on length)
- Expiration date: Up to 1 line (depending on title length)

Image aspect ratio: 1.91:1

Image specs in ad: 400x209px

News Feed mobile

Text: "Safe zone" of 110 characters, remainder truncated (cut off at ~2.5 lines if unusual spacing)
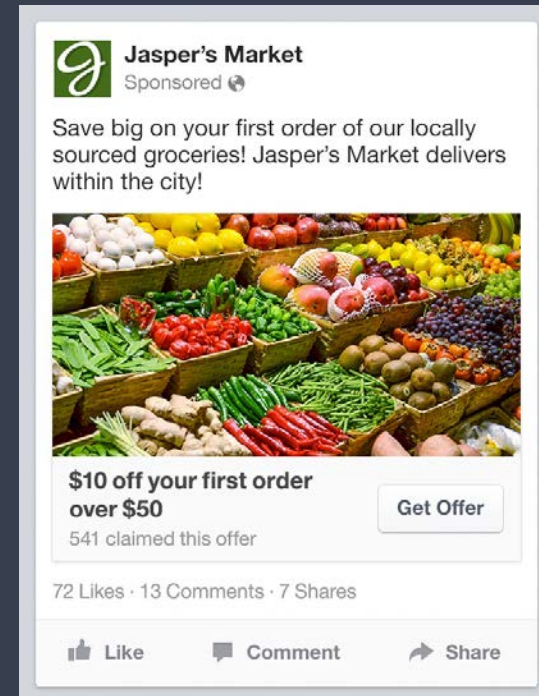
Offer details:
- Title: 1-2 lines (depending on length)
- Expiration date: Up to 1 line (depending on title length)

Image aspect ratio: 1.91:1

Image specs in ad: 560x292 px

If the uploaded image is too small, then it will render as 100x100 px

Right-hand side

Title: 25 characters max

Text: "Safe zone" of 90 characters, remainder truncated

Offer title: 1 line

Image aspect ratio: 1.39:1

Image specs in ad: 100x72 px

Recommended assets:
- Text: 90 characters
- Offer title: 25 characters
- Image ratio: 1.91:1
- Image specs: 1200x627 px

Drive responses to your event

News Feed desktop

Text: "Safe zone" of 500 characters, remainder truncated
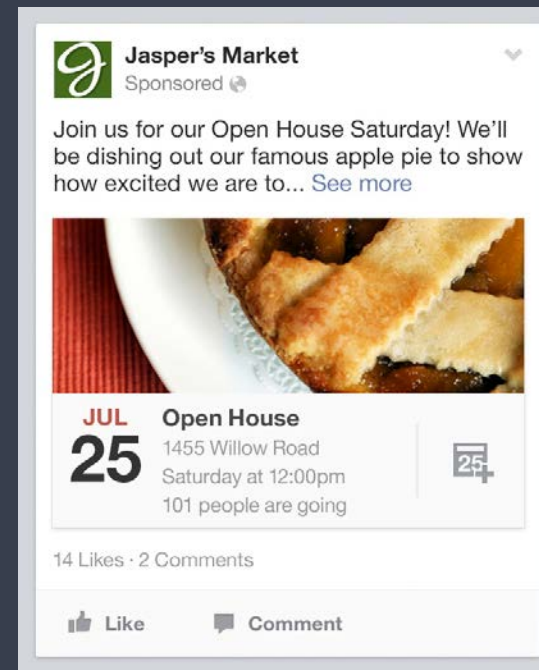
Event details (pulled from event):

- Title: 1 line, remainder truncated
- Address: Up to 1 line (depending on title length)
- Date and time: 1 line

Image aspect ratio: 2.7:1

Image specs in ad: 400x150 px

If the uploaded image is smaller than 400x150 px or no image is uploaded, then the ad will render without an image

News Feed mobile

Text: "Safe zone" of 110 characters, remainder truncated (cut off at ~2.5 lines if unusual spacing)

Event details (pulled from event):

- Title: 1-2 lines (depending on length)
- Address: 1-2 lines (depending on title length and social context)
- Date and time: 1 line

Image aspect ratio: 2.7:1

Image specs in ad: 560x210 px

If the uploaded image is smaller than 400px wide or no image is uploaded, then the ad will render with a map showing location of event

Right-hand side

Title: 25 characters max

Text: "Safe zone" of 90 characters, remainder truncated

Event details (pulled from event):

- Date and time: 1 line, under Page name
- Title: Next to # joining at bottom (also used as ad title if not connected to Page)
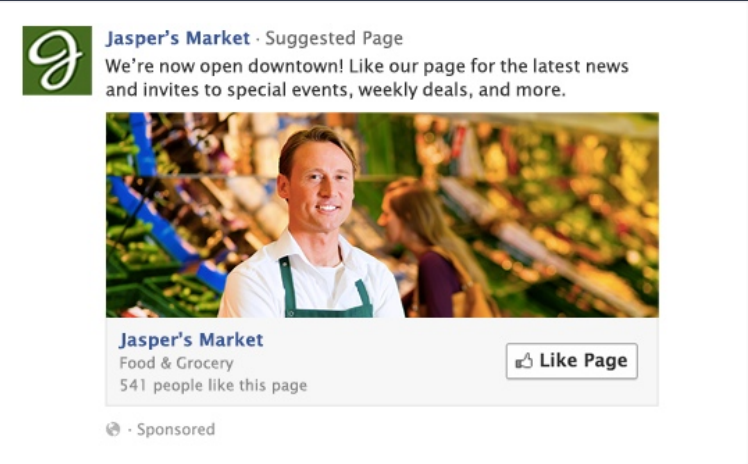
Image aspect ratio: 1.39:1

Image specs in ad: 100x72 px

Recommended assets:
- Text: 90 characters
- Event title: 25 characters
- Image ratio: 2.7:1
- Image specs: 1200x450 px

Get more likes for your Page

News Feed desktop

News Feed mobile

Right-hand side

News Feed desktop

Title: 25 characters max

Title will not display in News Feed when image is larger than 600 pixels x 225 pixels

Text: "Safe zone" of 500 characters, remainder truncated

Page details (pulled from Page):

- Page category: Up to 1 line, depending on length of Page name

Image aspect ratio: 2.7:1

Image specs in ad: 400x150 px

If the image is smaller than 400x150 px, then the ad will render with a smaller 100x72px image

News Feed mobile

Title: 25 characters max

Title will not display in News Feed when image is larger than 600 pixels x 225 pixels

Text: "Safe zone" of 110 characters, remainder truncated (cut off at ~2.5 lines if unusual spacing)

Page details (pulled from Page):

- Page category: Up to 1 line, depending on length of Page name

Image aspect ratio: 2.7:1

Image specs in ad: 560x210 px

If the image is smaller than 560x210 px, then the ad will render with a smaller 200x144px image

Right-hand side
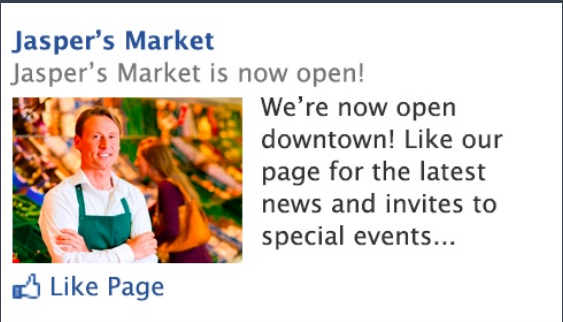
Title: 25 characters max

Text: "Safe zone" of 90 characters, remainder truncated

Image aspect ratio: 1.39:1

Image specs in ad: 100x72 px

Recommended assets:

- Text: 90 characters
- Image ratio: 2.7:1
- Image specs: 1200x450 px

Drive people to your mobile app for installs or re-engagement

News Feed mobile (install)

News Feed mobile (install with video)

News Feed mobile (re-engagement)

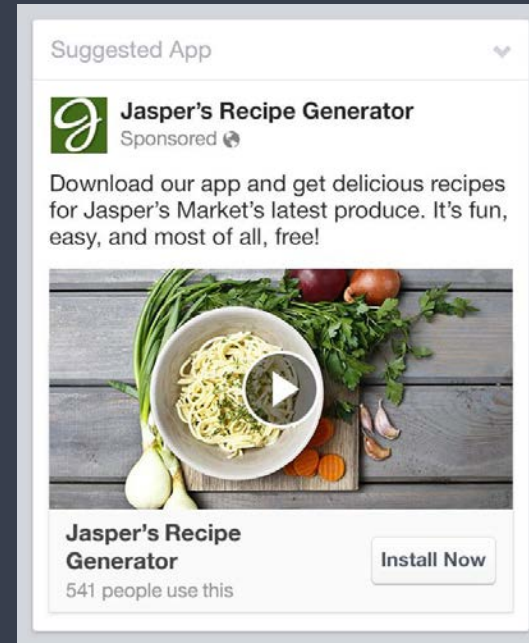
Text: "Safe zone" of 90 characters
- Title: 1 line
- App Name: 1 line (32 characters max)

Image aspect ratio: 1.91:1

Image specs in ad: 1200x627 px

If the uploaded image is smaller than 1200x627 px, then it will render as 100x100 px

Specs identical to Mobile app ad

Recommended video specs: 55mb max, 15 sec max, .mp4 file type

Specs identical to Mobile app ad

Option to customize call-to-action button when deep-linking is enabled. Call-to-actions include: Use Now, Open Link, Shop Now, Book Now, Play Game, Listen Now, Watch Video

Recommended assets:
- Text: 90 characters
- Image specs: 1200x627 px
- Image ratio: 1.91:1

Drive people to your desktop app

News Feed desktop
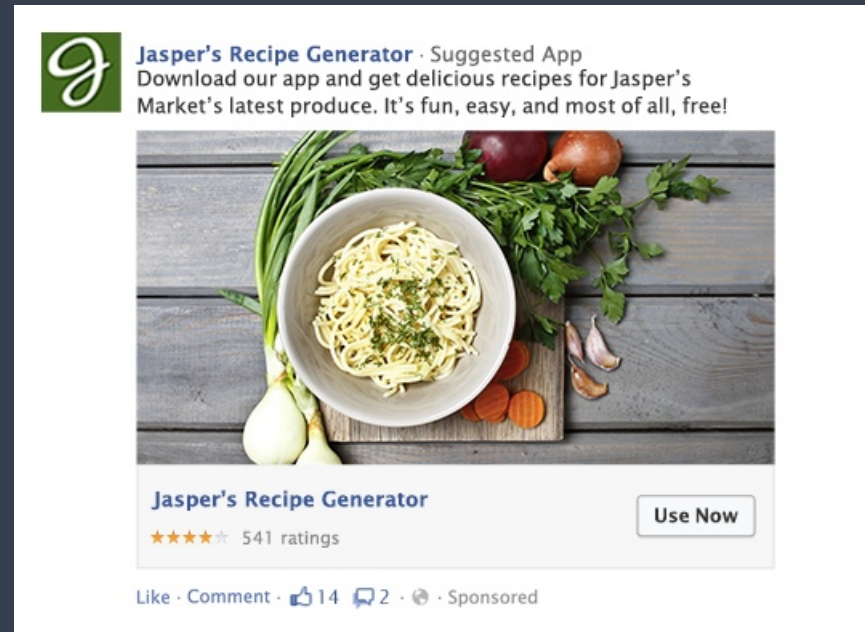
Right-hand side

Title: App name (25 characters max)

Text: "Safe zone" of 90 characters

Image aspect ratio: 1.91:1

Image specs in ad: 1200x627 px

Image is required

Title: App name (25 characters max)

Text: "Safe zone" of 90 characters

Image aspect ratio: 1.39:1

Image specs in ad: 100x72 px

Recommended assets:
- Text: 90 characters
- Image specs: 1200x627 px
- Image ratio: 1.91:1

Premium ads

- Homepage
- Logout page
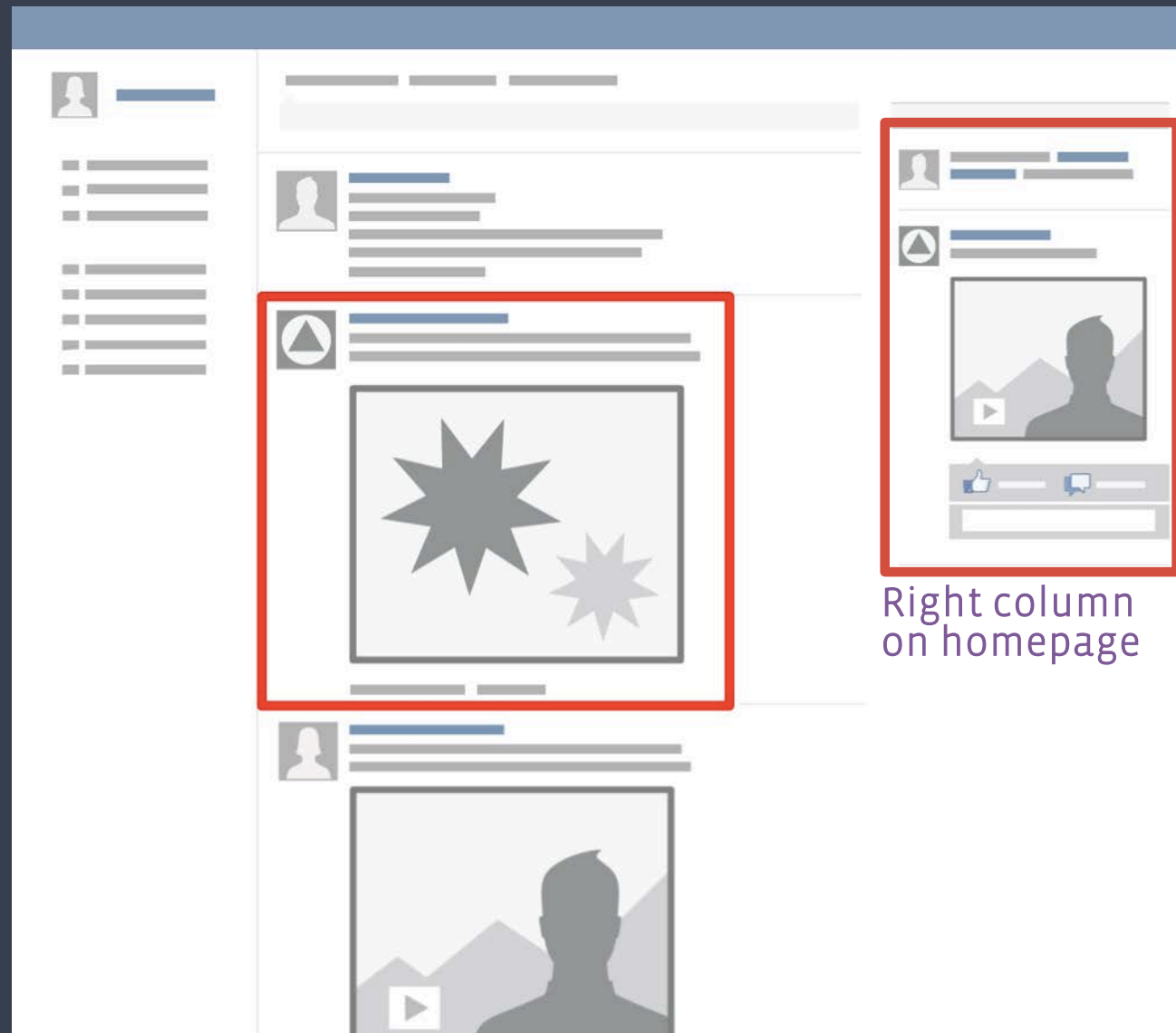
Homepage – Placement

Right column
on homepage

Desktop News Feed

Mobile News Feed

Homepage – Premium units on right column

Page post text ad

Page post photo ad
168x128 px

Page post video ad
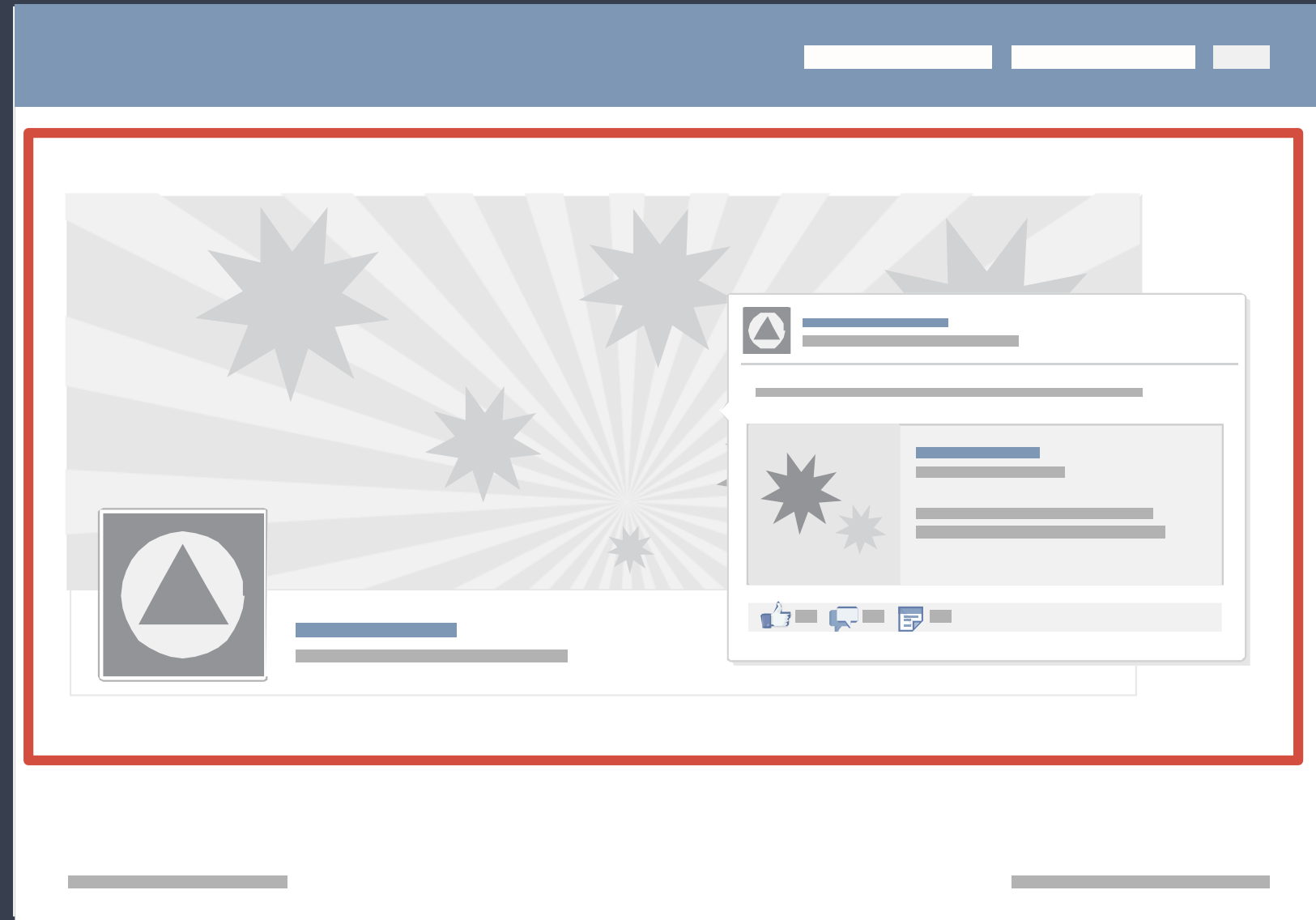185x194 px

Page post link ad
75x75 px

Jasper's Market
We're really excited for the new type of fruit we have coming in...visit us to find out what it is!

1 · 1 · Like

Jasper's Market
We are now open downtown and feature great produce!

4 · 2 · Unlike

Jasper's Market
Click here to see how Jasper's Market makes fresh pesto! Fresh and easy!

Like This Page

Jasper's Market
It's officially fall – come get some fresh apples and try out our favorite apple pie recip...

Apple Pie Recipes

4 · 1 · Unlike

Event ad
75x75 px

Offers
75x75 px

App ad
110x80 px

Domain ad
110x80 px

Jasper's Market Farmers' Market — on September 22 at Jasper's Market.
Come meet the farmers that supply us with such incredible produce.

Like · Join

Jasper's Market
Great offer on fresh produce.
Buy one package of strawberries, get the second one free! Includes a recipe for jam!

Get Offer · 53,012 claimed this

Jasper's Recipe Maker
Jasper's Recipe Maker allows you to make yummy entrees in just minutes! Get access now.

5 people used Jasper's Recipe Maker.

Jasper's Market is now open!
Jasper's Market is open everyday from 9am - 9pm. Visit our website for special deals.

Logout page – Placement

Logout page – Premium units

Page post video ad

Text: 90 characters, remainder truncated

Like/Comment/Share functions disabled

Video:
- Suggested resolution is 1920x1080p
- Minimum resolution is 1280x720p
- Suggested format is MP4
- 16:9 ideal aspect ratio
- 3 minute maximum, 30-60 seconds recommended

For smaller Page post video ad set apart in white box:

Text: 90 characters, remainder truncated

Page post link ad

Text: 90 characters, remainder truncated

Like/Comment/Share functions disabled

Large Image:
- 851x315 px
- 300 dpi resolution
- Image uploaded from the Page to a public album

For smaller Page post link ad set apart in white box:

Text: 90 characters, remainder truncated

Link title: 25 characters

Image aspect ratio: 1:1

Image size in ad (min size): 75x75 px

Summary of how to buy premium ads

Bundles of placements you can buy [1,2,3]	Placements included	Why this option?	How to buy it? [1,2,3]
Homepage	• Right column of homepage • Desktop News Feed • Mobile News Feed	The best way to reach your audience from the most visited page on Facebook.	IO, Power Editor, API
News Feed	• Mobile News Feed • Desktop News Feed	The most engaging placement on Facebook.	IO, Power Editor, API
Mobile News Feed	Mobile News Feed	The most engaging placement on customers' most personal device.	IO, Power Editor, API
Desktop News Feed	Desktop News Feed	The most engaging placement on customers' biggest screen..	IO, Power Editor, API
Right column of homepage	Right column of homepage	Single share of voice for the right column of the most visited page on Facebook.	IO, Power Editor, API
Logout page	Logout page	The largest creative format to drive either video views or direct response traffic.	IO

1. IO – buying via an insertion order through a Facebook representative. This is the only way to have a guaranteed number of impressions.
2. Power Editor – self-serve tool for advanced advertisers. It can be downloaded by anyone at https://www.facebook.com/ads/manage/powereditor
3. API – access via Facebook's Application Programming Interface directly, or via tools built by our Preferred Marketing Developers (PMDs) using Facebook Ads API