

**facebook** for business

# Ads Product Guide

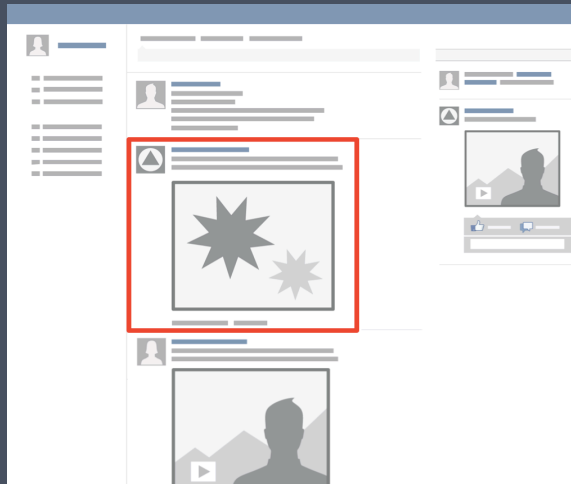
March 2014

Note: As a part of our ads simplification initiative, we will be removing the ability to create standalone Sponsored Stories from our interfaces and API. After April 9<sup>th</sup>, the following units will remain in our ad offerings.

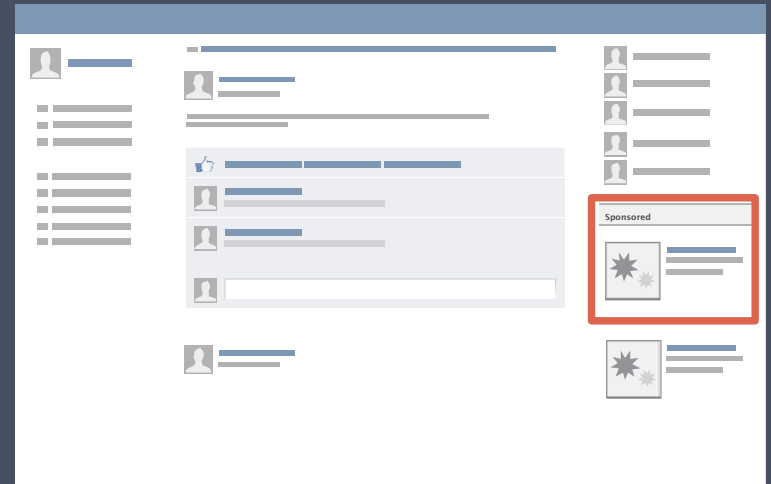
# Facebook Ads: reach your audience across devices



News Feed mobile



News Feed desktop



Right-hand side on Facebook

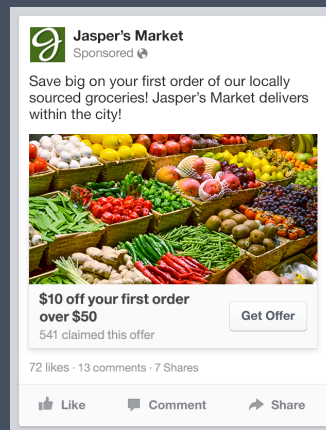
# What's a Facebook ad?

What your business is

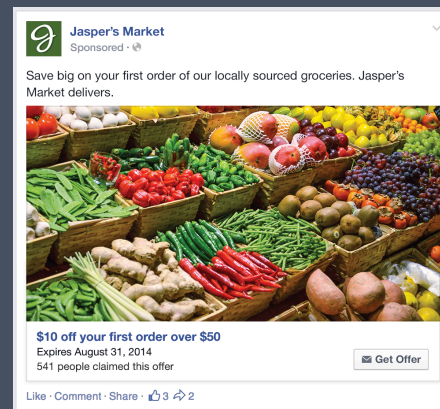
What your message is

What your visual assets are  
*Includes photos, videos*

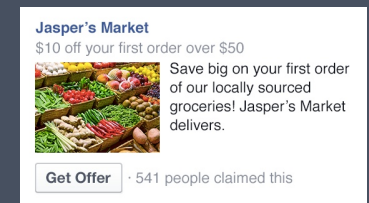
Which action you want people to  
take with your ad (optional)  
*Includes Like, Get Offer, Join Event,  
Install app*



News Feed mobile



News Feed desktop

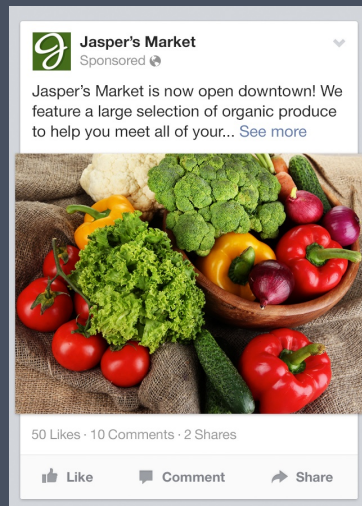


Right-hand side on Facebook

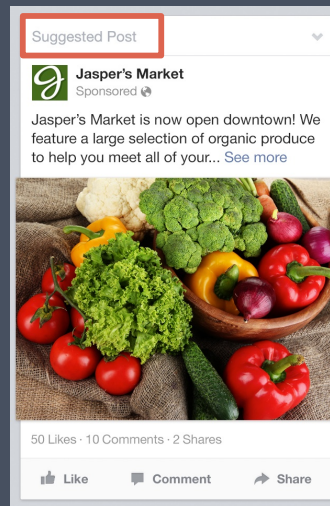


# Facebook Ads always show in the most engaging way possible

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]")



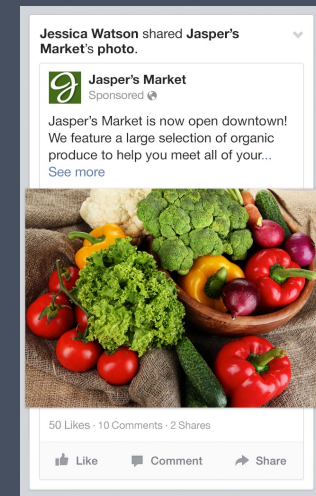
Social information when a friend liked a post from your Page  
(e.g. "Jessica Watson likes this")



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]")



**facebook** for business

# How to achieve your business goals with Facebook ads

# Drive awareness and engagement of your message with an image

## News Feed desktop



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

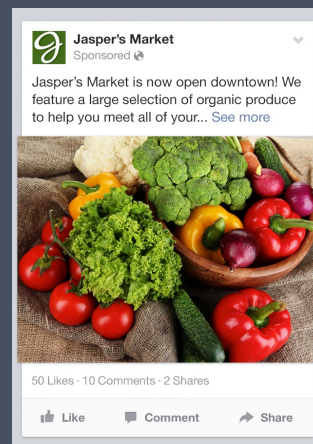
Image aspect ratio: Up to 1:1 at a max height of 394 px (depends on specs of uploaded image)

Image specs in ad: Up to 470x394px (will scale if width exceeds 470px or height exceeds 394px)

Image specs if multi-photo story:

- All multi-photo stories will honor the orientation of the first photo in the series.
- For additional specs, see: [http://fbrep.com/guides/Facebook\\_Multi-photo\\_One-sheeter.pdf](http://fbrep.com/guides/Facebook_Multi-photo_One-sheeter.pdf)

## News Feed mobile



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)

## Right column (desktop only)



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 specs (for all displays):

- 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 470x352px (will scale if width exceeds 470px or height exceeds 352px)

Max video size, length: 1 GB, 20 min

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)

Max video size, length: 1 GB, 20 min

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

## Right column (desktop only)



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)

Max video size, length: 1 GB, 20 min

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

### Recommended specs (for all displays):

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

# Drive awareness and engagement with a message

## News Feed desktop



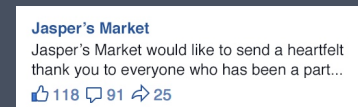
Text: 500 characters, remainder truncated

## News Feed mobile



Text: 500 characters, remainder truncated

## Right column (desktop only)



Text: 90 characters, remainder truncated

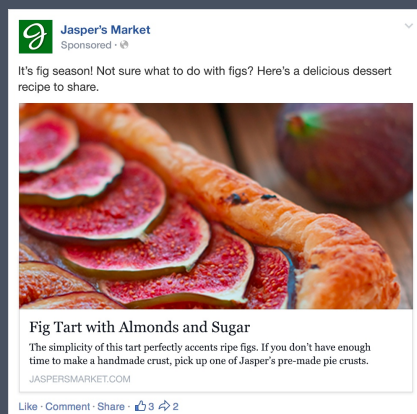
Note: Driving awareness of your message with a photo or video are recommended over text.

### Recommended creative:

- Text: 90 characters

# Drive clicks to your website

## News Feed desktop



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

Link headline, display link & description:

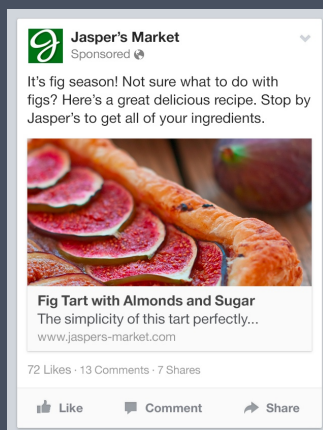
- Link headline: 1-2 lines (depending on length)
- Display link: 1 line
- Description: 2-3 lines (depending on title length)

Image aspect ratio: 1.91:1

Image specs in ad: 470x246 px

If the uploaded image is smaller than 470x246 px, then it will render as 154x154 or 90x90 px (the largest available size)

## News Feed mobile



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

Link headline, display link & description:

- Link headline: 1-2 lines (depending on length)
- Display 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

## Right column (desktop only)



Post Text: 90 characters

Link headline: Up to 25 characters

Display link : 1 line

Image aspect ratio: 1.39:1

Image specs in ad: 100x72 px

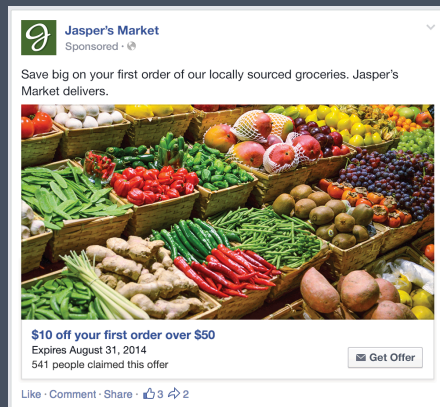
### Recommended specs (for all displays):

- 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: 90 characters

Offer Title: 25 characters

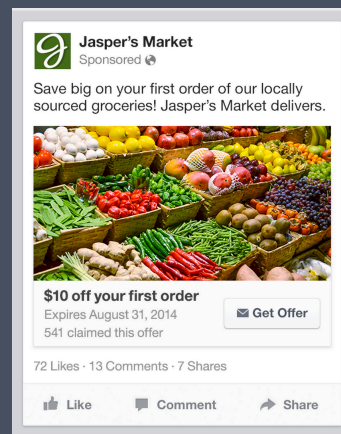
Offer details:

- Expiration date
- Terms and Conditions (optional): up to 900 characters

Image aspect ratio: 1.91:1

Image specs in ad: 470x246 px

## News Feed mobile



Text: 90 characters

Offer Title: 25 characters

Offer details:

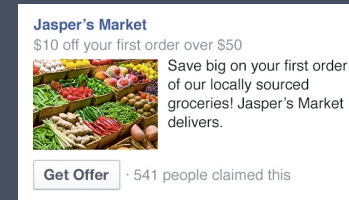
- Expiration date
- Terms and Conditions (optional): up to 900 characters

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 column (desktop only)



Text: 90 characters

Offer Title: 25 characters

Image aspect ratio: 1.39:1 (if different ratio, image is scaled then cropped to fit)

Image specs in ad: 100x72 px

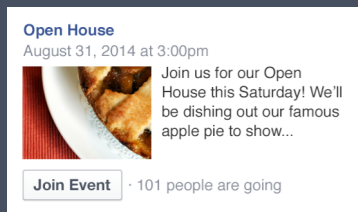
## Recommended specs (for all displays):

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



# Drive responses to your event

Right column (desktop only)



Title: 25 characters max

Text: 90 characters

Event details (pulled from event):

- Date and time: 1 line

Image aspect ratio: 1.39:1

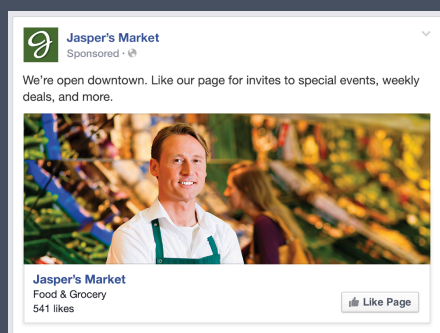
Image specs in ad: 100x72 px

## Recommended specs (for all displays):

- Text: 90 characters
- Event title: 25 characters
- Image ratio: 1.39:1
- Image specs: 100x72 px

# Get more likes for your Page

## News Feed desktop



Title: 25 characters max

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

Page details (pulled from Page):

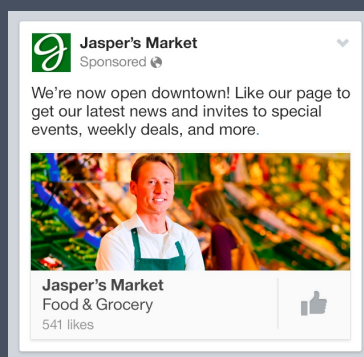
- Page category: Up to 1 line, depending on length of Page name

Image aspect ratio: 2.7:1

Image specs in ad: 470x174 px

If the image is smaller than 470x174 px, then the ad will render with a smaller 100x72px image

## News Feed mobile



Title: 25 characters max

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

Page details (pulled from Page):

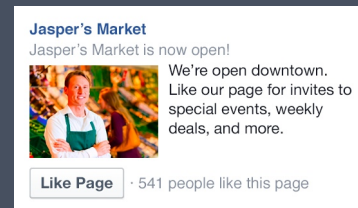
- Page category: Up to 1 line, depending on length of Page name

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 column (desktop only)



Title: 25 characters max

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

Image aspect ratio: 1.39:1

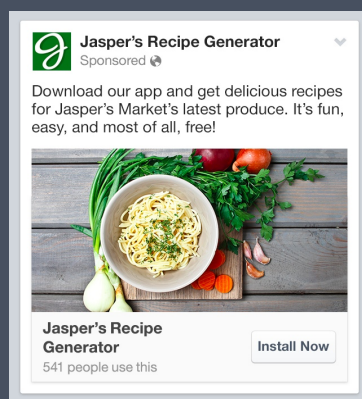
Image specs in ad: 100x72 px

### Recommended specs (for all displays):

- Text: 90 characters
- Image ratio: 2.7:1
- Image specs: 1200x444 px

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

## News Feed mobile (install)



Text: "Safe zone" of 90 characters

Title: 1 line

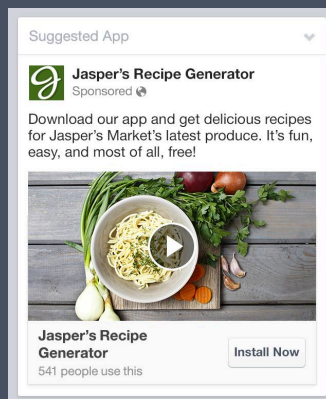
App Name: 1 line (32 characters max)

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
- App star rating is automatically pulled in from native platform app stores (Apple App Store or Google Play)

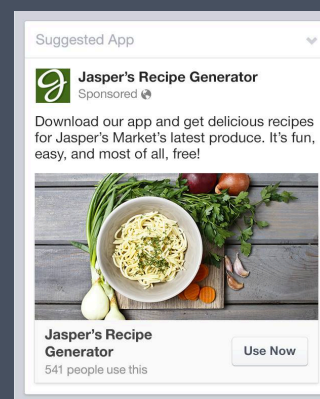
## News Feed mobile (install with video)



Specs identical to Mobile app ad

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

## News Feed mobile (re-engagement)



Specs identical to Mobile app ad

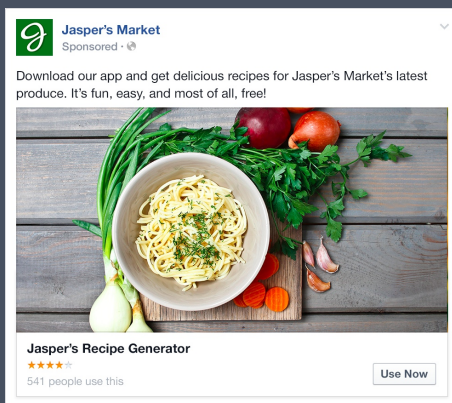
Option to customize call-to-action button when deep-linking is enabled. Call-to-actions include: Use Now, Open Link, Shop Now, Book Now, Play Game, Listen Now, Watch Video

### Recommended specs (for all displays):

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

# Drive people to your desktop app

## News Feed desktop



Title: App name (25 characters max)

Text: "Safe zone" of 90 characters

Image aspect ratio: 1.91:1

Image specs in ad: 470x246 px

Image is required

## Right column (desktop only)



Title: App name (25 characters max)

Text: "Safe zone" of 90 characters

Image aspect ratio: 1.39:1

Image specs in ad: 100x72 px

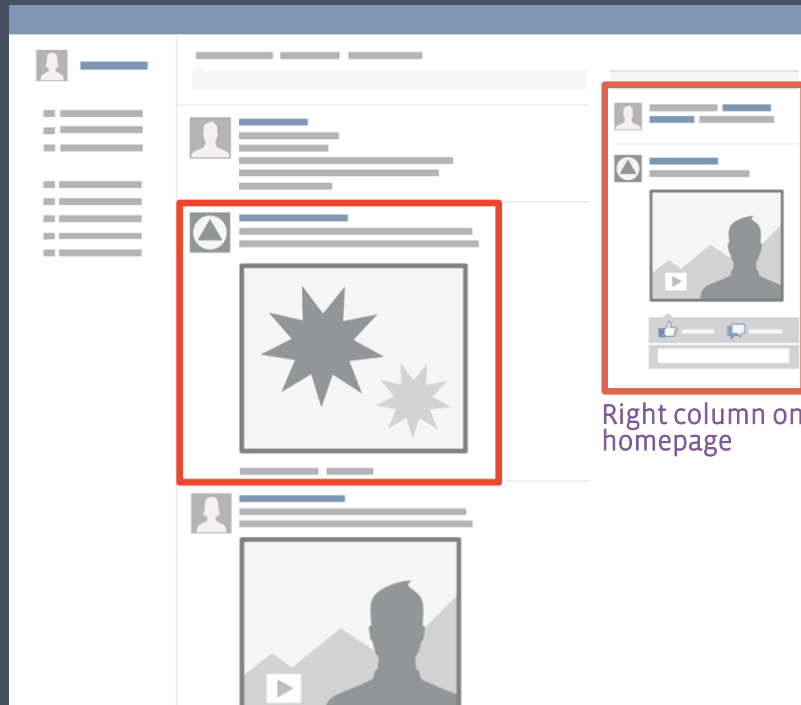
### Recommended specs (for all displays):

- Text: 90 characters
- Image specs: 470x246 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 (desktop only)

## Page post text ad

**Jasper's Market**  
Jasper's Market would like to send a heartfelt thank you to everyone who has been a part...  
👍 118 💬 91 ➦ 25


## Page post photo ad 120x120 px

**Jasper's Market**  
Jasper's Market is now open downtown! We feature a large selection of organic produce to...  
  
👍 118 💬 91 ➦ 25

## Page post video ad 128x128 px

**Jasper's Market**  
Looking for new recipe ideas? Watch our new video on how to make the best use of our fresh...  
  
👍 118 💬 91 ➦ 25

## Page post link ad 100x72 px

**Fig Tart with Almonds and Sugar**  
jaspersmarket.com  
  
It's fig season! Not sure what to do with figs? Here's a great dessert recipe to share.

## Event ad 100x72 px

**Open House**  
August 31, 2014 at 3:00pm  
  
Join us for our Open House this Saturday! We'll be dishing out our famous apple pie to show...  
**Join Event** · 101 people are going

## Offers 100x72 px

**Jasper's Market**  
\$10 off your first order over \$50  
  
Save big on your first order of our locally sourced groceries! Jasper's Market delivers.  
**Get Offer** · 541 people claimed this

## App ad 100x72 px

**Jasper's Recipe Generator**  
  
Download our app and get delicious recipes for Jasper's Market's latest produce. It's fun...  
**Use Now** · 541 people use this

## Domain ad 100x72 px

**Fig Tart with Almonds and Sugar**  
jaspersmarket.com  
  
It's fig season! Not sure what to do with figs? Here's a great dessert recipe to share.

## Logout page – Placement





# Logout page – Premium units

## Page post video ad

Text: 90 characters, remainder truncated  
For smaller Page post video ad set apart in white box:

Like/Comment/Share functions disabled

Text: 90 characters, remainder truncated

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



## Page post link ad

Text: 90 characters, remainder truncated  
For smaller Page post link ad set apart in white box:

Like/Comment/Share functions disabled

Text: 90 characters, remainder truncated

Large Image:

Link title: 25 characters

- 851x315 px
- 300 dpi resolution

Image aspect ratio: 1:1

- Image uploaded from the Page to a public album

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



# Summary of how to buy premium ads

Bundles of placements you can buy	Placements included	Why this option?	How to buy it? <sup>1,2,3</sup>
Homepage	<ul style="list-style-type: none"> <li>• Right column of homepage</li> <li>• Desktop News Feed</li> <li>• Mobile News Feed</li> </ul>	The best way to reach your audience from the most visited page on Facebook.	IO, Power Editor, API
News Feed	<ul style="list-style-type: none"> <li>• Mobile News Feed</li> <li>• Desktop News Feed</li> </ul>	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