
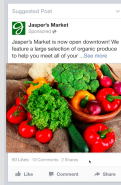

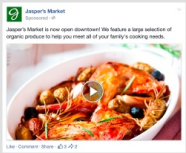
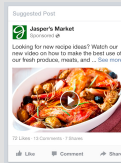




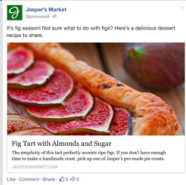
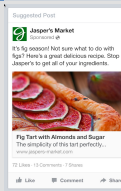



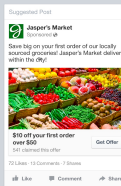
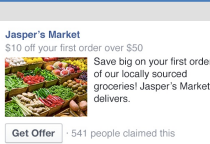

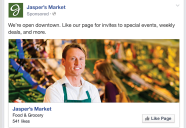
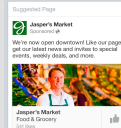






Objective (Ad Type)	Recommended creative specs for optimization across all placements and display resolutions	Placement		
		News Feed Desktop	News Feed Mobile	Right-hand side
Drive awareness & engagement of your message with an image (Page post photo ad)	Text: 90 characters ^{[1] [2]} Image Ratio: 1:1 Recommended Image size: 1200x1200 px ^[4]			
Drive awareness & engagement of your message with a video (Page post video ad)	Text: 90 characters ^{[1] [2]} Image ratio: 16:9 Recommended thumbnail size: 1200x675 px ^[4] Max video size, length: 1GB, 20 min			
Drive awareness & engagement with a message (Page post text ad)	Text: 90 characters ^{[1] [2]}			
Drive clicks to your website (Page post link ad)	Post Text: 90 characters ^{[1] [2]} Link headline: 25 characters Image ratio: 1.91:1 ^[3] Recommended image size: 1200x627 px ^[4]			
Drive clicks to your website (Domain ad)	Title: 25 characters Text: 90 characters Image ratio: 1.39:1 Recommended image size*: 100x72 px Note: Offsite URLs that are not connected to a Facebook Pages default to this ad type.			
Drive people to your store with an offer (Offer Ad)	Text: 90 characters Offer Title: 25 characters Image ratio: 1.91:1 ^[3] Recommended image size: 1200x627 px ^[4] Minimum required image size*: 400x209 px			
Drive responses to your event (Event ad)	Event title: 25 characters Text: 90 characters Image ratio: 1.39:1 Recommended image size: 100x72 px			
Get more likes for your Page (Page like ad)	Text: 90 characters ^{[1] [2]} Image ratio: 2.7:1 ^[3] Recommended image size: 1200x444 px ^[4]			
Drive people to your mobile app (Mobile app ad)	Text: 90 characters Image ratio: 1.91:1 Recommended image size: 1200x627 px ^[4]			
Drive people to your desktop app (App ad)	Title (App Name): 25 characters Text: 90 characters Image ratio: 1.91:1 ^[3] Recommended image size: 470x246 px ^[4]			

The recommended image sizes are larger than the minimum image sizes that render in the ads to ensure the highest resolution across placements.

If the uploaded image is smaller than the above required minimum image size, it will not be possible to run this ad. For all other minimum image sizes, the ad will run but will render in the older/smaller format of this unit (roughly a 100x100px image depending on the unit).

For additional resources, please review the Ads Product Guide: http://fbrep.com/SMB/Facebook_Ads_Product_Guide.pdf

[1] Displayed text may be longer in Desktop News Feed placement

[2] Displayed text may be longer in Mobile News Feed placement

[3] Images at recommended ratio will be cropped in Desktop Right Column placement

[4] Recommended image size is for highest rendering across all devices, including retina displays. Image size in ad will be smaller depending on placement.