facebook

Facebook Creative Specs (as of March 18, 2014)

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]	Amount Meast Comment of the comment	Transport Print Transport Meat Transport Mea	Jaspen's Market Jaspen's Market is now open downtown! We feature a large selection of organic produce to © 116 © 91 → 25
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	about Nichard Japan Manda in or open discontent fill haute a large stocker of organ protects from our medial or put devil your organization for open protects from our medial or put devil you organization. Les content times & \$6.10.75	To the second se	Jasper's Market Locking for new neces ideas? Watch our ne video on how to make the best use of our freeh this
Drive awareness & engagement with a message (Page post text ad)	Text: 90 characters ^{[1] [2]}	Jasper's Market Sporosoci -th Jasper's Market would like to send a hearfelf thank you to everyone who has been apart of this carp poness of opening a new market. From the neighboring businesses to the families that sto by every day, from our farmers to our local suppliers, you have all made spairs shaft it is today –your velocining neighborhood market full of great food and great people. Like Commerc Share: ©3 7/0 2	Engander Posts American Control of Control	Jasper's Market Jasper's Market would like to send a hearfile that kyou to everyone who has been a port.
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]	Plant with Alternative and the second	Integrated Food The Annual An	Fig Tart with Almonds and Sugar incommended com at 6 sq season! Not sure with 10 do with 100? Here's a great desert recipe to share.
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.			Jasper's Market is now open! approximated com Jasper's Market is open Jasper's Market is now open Jasper's Market is open Jasper's Ma
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	Topico Market Base long on your fire order of an houly society processes, abspects Base long on your fire order of an houly society grantees, abspects Topico and the society of the so	Togenome Plans The State of th	Jasper's Market S10 off your first order over S0 Save big on your first of our locally sourced groceries Jasper's Ma delivers. Get Offer - 541 people claimed this
Drive responses to your event (Event ad)	Event title: 25 characters Text: 90 characters Image ratio: 1.39:1 Recommended image size: 100x72 px			Open House August 31: 2014 at 3:00pm Join us for our Open House this Saturday! be dishing out our farm apple pie to show Join Event - 101 people are going
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]	Arean-Watest Who are produced to the page for referring updated earth, southy states are represented by the page for referring updated earth, southy states are referred. Approximately a second to the page for referring updated earth, southy states are referred to the page for referring updated earth and page for the page for t	Transported Prope Transport Market Transport M	Jasper's Market Jasper's Market in new spent We're open downtown the out open for invite special events, weekly deals, and more. Like Page -541 people like this page
Drive people to your mobile app (Mobile app ad)	Text: 90 characters Image ratio: 1.91:1 Recommended image size: 1200x627 px ^[4]		Segment days Contracted Contracte	
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]	Program Market Department of particles and related to program Market's based produces the Norway and particles and related to program Market's based produces the Norway and particles and particle		Jasper's Recipe Generator Downfood our app an delicious recipes for Jasper's Navier's late produce. I'ls fun Use Now 541 people use the

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

- [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.