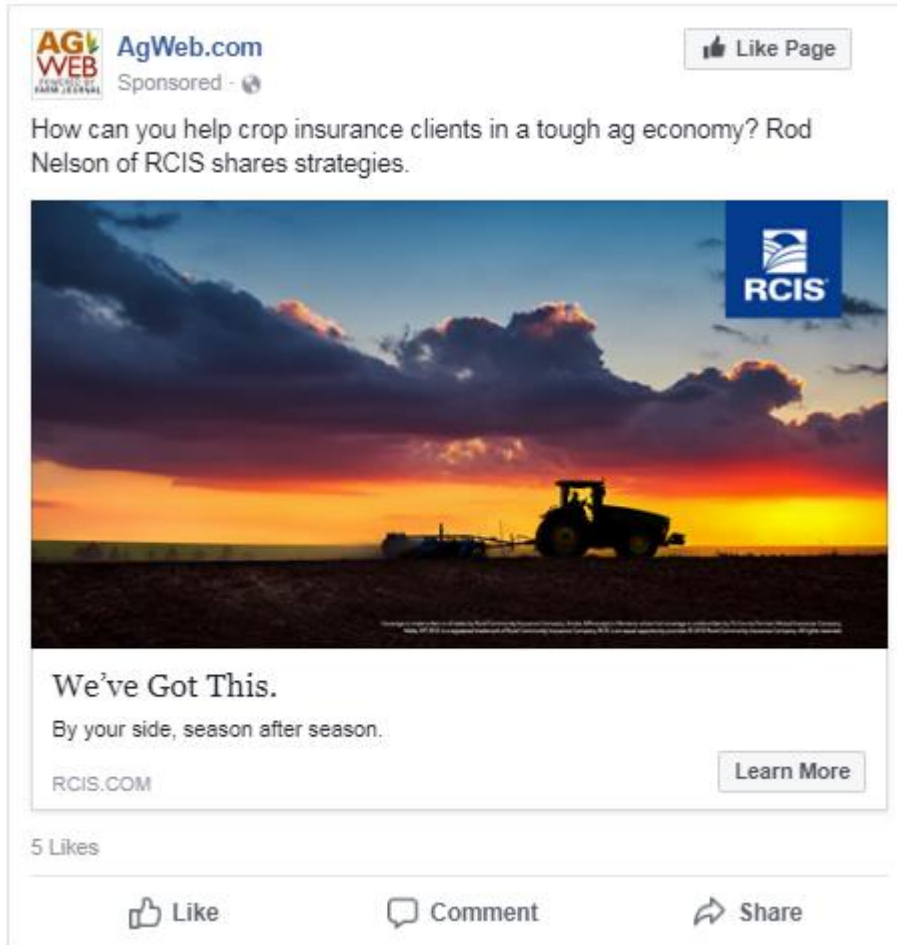


# Facebook Specs

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## Are you providing an image?

- Use these guidelines to design an ad that looks good everywhere it appears on Facebook. The recommended image size ensures your image always looks high quality. The recommended text length is how many characters of ad copy could be displayed on smaller screens.
  - **Recommended image size:** 1,200 x 628 pixels
  - **Text:** 125 characters
  - **Headline:** 25 characters
  - **Link description:** 30 characters
  - **Your image should include minimal text.** [See how the amount of text in your ad image will impact the reach of your ad.](#)
- <https://www.facebook.com/business/ads-guide/clicks-to-website/links/?toggle0=Photo>



AG WEB AgWeb.com Sponsored · Like Page

How can you help crop insurance clients in a tough ag economy? Rod Nelson of RCIS shares strategies.

**We've Got This.**  
By your side, season after season.  
RCIS.COM [Learn More](#)

5 Likes

Like Comment Share

# Facebook Specs

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## Are you providing a video?

- Use these guidelines to design an ad that looks good everywhere it appears on Facebook. The recommended video and thumbnail image guidelines ensures your ad always looks high quality. The recommended text length is how many characters of ad copy could be displayed on smaller screens. Video lengths up to 30 seconds or under will continuously loop on Facebook up to approximately 90 seconds.

- **Design Recommendations:**

- Text: 125 characters
- Headline: 25 characters
- Newsfeed link description: 30 characters
- Aspect Ratio: 16:9 or 1:1
- Video: H.264 video compression, high profile preferred, square pixels, fixed frame rate, progressive scan
- Format: .mp4 container ideally with leading moov atom, no edit lists
- Audio: Stereo AAC audio compression, 128kbps + preferred

- **Technical Requirements:**

- Caption length text: Text only, max 2,200 characters
- Recommended Aspect Ratio: 1:1 / 1.33:1 / 4:3 / SDTV, 1.375:1 / film, 1.77:1 / 16:9 / HDTV, 1.85:1 / Film, 2:39:1 or 2:40:1 / Widescreen / 9:16, no pillar

boxing or letter boxing

- Length: 120 minutes max
- **Thumbnail image ratio: Should match the aspect ratio of your video. Your thumbnail image may not include more than 20% text. [See how much text is on your image.](#)**
- Minimum resolution: 600 x 315 pixels (1.9:1 landscape) / 600 x 600 pixels (square)
- File Size: Up to 4GB max
- Frames: 30fps max
- Format: [Full list of supported file formats here](#)
- Bitrate: No limit to bitrate file if you're using two pass encoding, as long as long as your file doesn't exceed 1 GB. Otherwise, 8 megabits per second for 1080p and 4 megabits per second for 720p.
- <https://www.facebook.com/business/ads-guide/clicks-to-website/links/?toggle0=Video>

# Facebook Specs

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## Are you providing an image carousel?

- Use these guidelines to design an ad that looks good everywhere it appears on Facebook. The recommended image size ensures your image always looks high quality. The recommended text length is how many characters of ad copy could be displayed on smaller screens.
  - Recommended image size: 1080 x 1080 pixels
  - Image ratio: 1:1
  - Text: 125 characters
  - Headline: 25 characters
  - Link description: 30 characters
  - **Your image should include minimal text. [See how the amount of text in your ad image will impact the reach of your ad.](#)**
  - Tip:
    - Use product imagery to target returning or high-intent customers, and lifestyle imagery to target new customers. While you should use images that are related to one theme in each ad, try different creative strategies, like storytelling or sequencing, to see what works best for you.
  - Creative Optimization
    - This feature will optimize the performance of your ad by selecting and ordering the best-performing images and links for each person who sees your ad.
  - <https://www.facebook.com/business/ads-guide/clicks-to-website/carousel/?toggle0=Photo>

# Facebook Specs

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Pick a call to action (Suggested: Learn More, Watch More, Sign Up, Download).

## Call To Action

Add a call-to-action button to tell people what you want them to do when they see your ad.

No Button ▾

- ✓ No Button
- Shop Now
- Book Now
- Learn More
- Sign Up
- Download
- Watch More
- Contact Us
- Apply Now
- Donate Now
- Request Time
- See Menu
- Send Message