

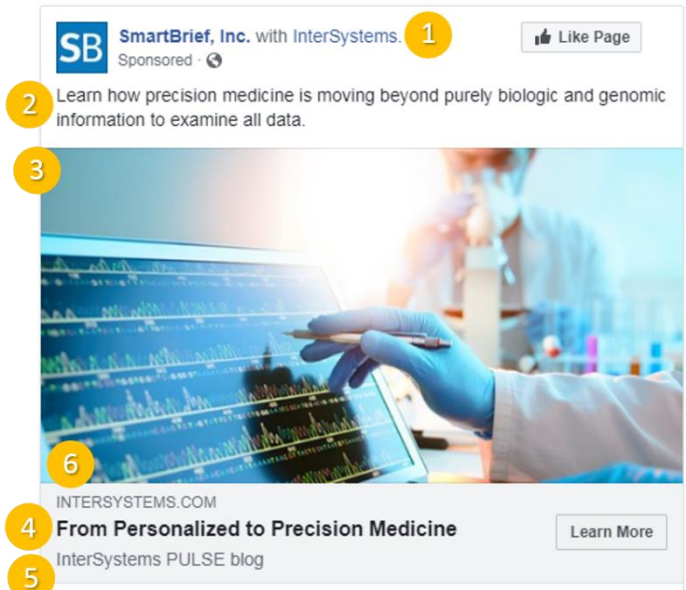
SMARTSOCIAL ADVERTISING SPECS

For more information, view the [Facebook Ads Guide](#)

NOTE: AD MATERIALS ARE DUE 3 FULL BUSINESS DAYS PRIOR TO THE CAMPAIGN LAUNCH DATE.

FACEBOOK/INSTAGRAM AD UNIT:

1. **Advertiser Facebook Page Link**
2. **Copy Text:** 90 characters (text over 125 characters allowed but may be truncated)
**Recommended up to 40-50 characters/25 words*
3. **Creative Guidelines: Image OR Video OR GIF**
 - Image specs:**
 - JPG or PNG, or GIF
 - 1080x1080px recommended size
 - Video specs:**
 - MOV or MP4 file
 - Maximum video size: 4 GB
 - Minimum resolution: 600x315px
 - Image aspect ratio: 9:16 to 16:9
 - Instagram does not support video over 120 seconds
 - *Captions optional but recommended*
4. **Headline:** 25 characters (text over this amount may be truncated)
5. **News Feed Link Description:** 30 characters (text over this amount may be truncated)
6. **Website/Display Click Through URL**



CREATIVE BEST PRACTICES FOR CONSIDERATION:

- Show your product or brand logo to capture the viewer’s attention and to communicate your message efficiently.
- Use a vertical or square aspect ratio, since most people are on their mobile devices and the creative will cover more of their screen.
- Avoid too much image text. Images with less than 20% text perform better.
- Facebook/Instagram users scan content quickly. Keep your text short, clear and concise to get your message across.
- If you have multiple product or brand images, we can develop a carousel ad unit to help drive clicks/engagement.
- Ads with movement stand out in the news feed. Consider creating a gif or animating an element within your image.