

SMARTSOCIAL ADVERTISING SPECS

For more information, view the [Pinterest ads guide](#)

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

PINTEREST AD UNIT:

1. Copy Text: 50-60 characters (500 max.)
(Text exceeding 50-60 characters will be truncated)

2. Creative Guidelines: Image OR Video

Image specs:

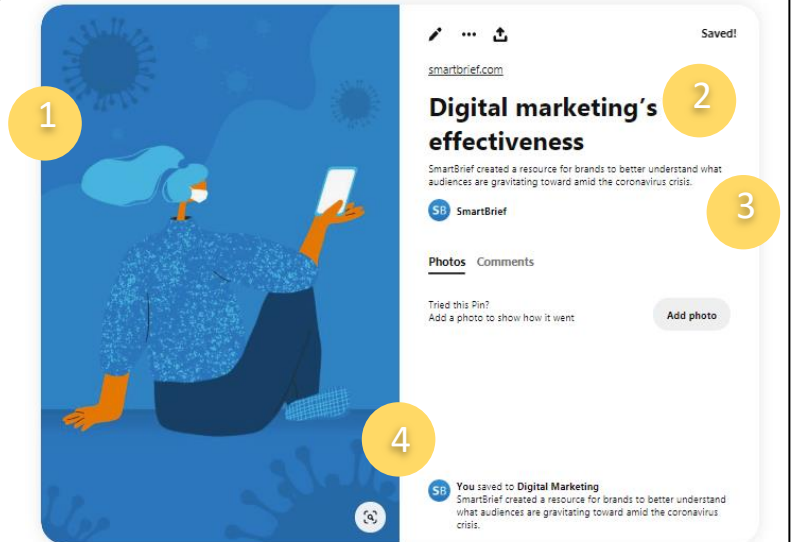
- PNG or JPEG file
- 1080x1080px recommended size
(1200x628px accepted)

Video specs:

- MOV, M4V or MP4 file
- Maximum video size: 2 GB
- Video Length: 15 seconds to 4 minutes
Captions optional but recommended
- Video aspect ratio:
 - Square: 1:1
 - Vertical: 2:3, 9:16

3. Headline: 30-35 characters (100 max.)
(Text exceeding 30-35 characters will be truncated)

4. Website Click Through URL



CREATIVE BEST PRACTICES FOR CONSIDERATION:

- High-quality, vertical images with a 2:3 aspect ratio perform best
- Put your product or service front and center
- Include your brand logo in a subtle way
- Optimize your copy to get discovered in search by focusing on keywords
- Select a strong thumbnail image for videos