

# 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: Recommend 50-60 characters

(Text over this amount may truncate)

We will include sponsorship disclosure language, "Sponsored by [Advertiser]" in the body copy.

### 2. Creative Guidelines: Image OR Video OR GIF

#### Image specs:

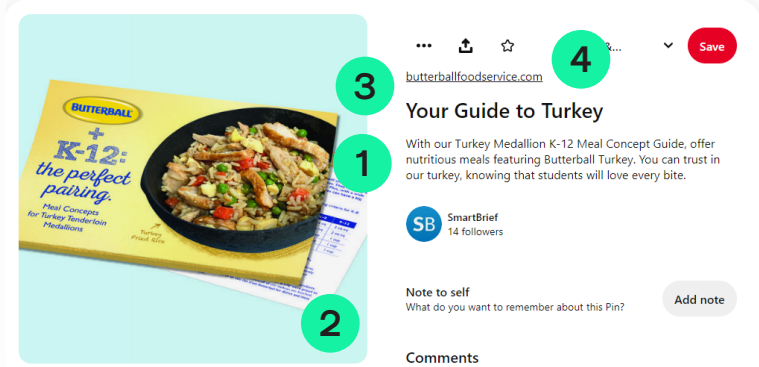
- PNG or JPEG file
- 1080x1080px size  
(1000x1500px size recommended)

#### Video specs:

- MOV, M4V or MP4 file
- Max video size: 2 GB
- Length: 15s - 4 min (recommend videos 15s-1 min. For video ads, 6-15s.)
- Captions optional but recommended
- Video aspect ratio: Square: 1:1 or Vertical: 2:3, 9:16

### 3. Headline: 30-35 characters

(Text over this amount may truncate)



### 4. Website Click Through URL

**Please note:** Ads must not direct people to non-functional landing pages or pages that interfere with a person's ability to navigate away from the page, i.e. PDFs.

## Creative best practices:

- **High-quality, vertical images** with a 2:3 aspect ratio (1000x1500 px) 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.** You can use up to 100 characters for your title and up to 500 characters for your description.
- Select a **strong thumbnail image** for videos
- We recommend running **no more than three creatives per month** to achieve the best campaign performance.