

Single Image Instagram Ad Specs:

Use: . jpg or . png.

Maximum file size: 30MB.

Landscape image size: 1200 x 628 pixels.

Square image size: 1080 x 1080 pixels.

Vertical Image: 600 x 750 pixels.

Text limit: 2200 characters (125 is recommended)

Instagram Stories Image Ad specs:

Caption: not currently available. Any text must be part of the image file

Format: Full screen vertical ad (9:16)

Recommended Resolution: 1080 x 1920

Minimum Resolution: 600 x 1067

File types: .jpg or .png

Max. image size: 30MB

Photo content: visible for 5 seconds

Website/Email Marketing Ad Specs:

Use: . jpg or . png. or PDF

Maximum file size: 30MB.

Maximum image size: 2000 x 2000 pixels. Recommended ad sizes: 1080 x 1080 pixels or 1200 x 628 pixels

Instagram Video Ad specs:

*Caption: up to 125 characters*

*Media type: video*

*Recommended video resolution: 600 x 600 pixels (square) or 600 x 315 pixels (landscape)*

*Aspect Ratio: 1:1 (square) or 1.9:1 (landscape)*

*Minimum resolution: 600 x 600 pixels*

*Maximum resolution: 1080 x 1080 pixels*

*Minimum length: 3 seconds*

*Maximum length: 60 seconds*

*Maximum size: 4GB*

*Frame rate: 30fps max*

*File type: .mp4 container*

*Video: H.264 video compression, high profile preferred, square pixels, fixed frame rate, progressive scan*

*Audio: Stereo AAC audio compression, 128kbps + preferred*