



Guide to Facebook Ad Specs



Image Ads
1200 x 628 px
9:16 to 16:9
JPG & PNG

Collection Ads
1:1
1080 x 1080 px
JPG/PNG/MP4/MOV

Carousel Ads
1:1
1080 x 1080 px
JPG/PNG/
MP4/MOV

Lead Form Ads
1:1
1080 x 1080 px
JPG & PNG

Square Video Ads
1:1
1080 x 1080 px
MP4 & MOV

Story Ads
9:16
1080 x 1920 px
JPG/PNG/MP4/MOV

Horizontal Video Ads
Min. 600 x 315 px
1.91:1
MP4 & MOV

Facebook Ads Guide

KJ Lindholm-Leary



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