

LinkedIn Creative Specifications

Publication 1 / Published 2026-08-01 / acb463cf697b04e9

LinkedIn

Last verified: 2026-07-31

WHAT TO SEND CPHERE

- Final platform-ready creative
- Approved copy and CTA
- Destination URL and tracking parameters
- Brand and legal requirements

Carousel Image Ads / CAROUSEL

Feed

[REQUIRED] Card count: 2-10

[REQUIRED] Maximum file size per card: 10 MB

[REQUIRED] Maximum image dimensions: 4320x4320 pixels

[RECOMMENDED] Recommended image: 1080x1080 at 1:1

[REQUIRED] Accepted file types: JPG, PNG, GIF (non-animated)

[REQUIRED] Destination URL maximum: 2000 characters

VERIFICATION NOTICE

Specifications are sourced from official platform documentation and regularly reviewed. Platform requirements may change; always confirm the Last Verified date before final delivery.

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OFFICIAL SOURCES

LinkedIn: Carousel image ads advertising specifications -

<https://www.linkedin.com/help/linkedin/answer/a427022/carousel-image-ads-advertising-specifications?lang=en>