

## TikTok Creative Specifications

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### TikTok

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

#### Video / VIDEO

##### In-Feed

#### CROSS-PLATFORM RECOMMENDATION

Cphere cross-platform guidance: when TikTok In-Feed and Meta Reels are both selected, provide a 1080x1920 9:16 MP4 master as the shared delivery starting point; validate each placement's exact requirements separately. (Cphere recommendation; not a platform requirement.)

#### SAFE-ZONE GUIDANCE

Keep key text and logos inside the safe zone. The available area varies by aspect ratio, caption length, and interactive add-ons; use the matching official template or platform preview before delivery.

[RECOMMENDED] Aspect ratio: 9:16 - Vertical is the platform-recommended orientation.

[RECOMMENDED] Minimum dimensions: 540x960 - Vertical recommendation; horizontal and square use different minimum dimensions.

**[REQUIRED] Duration: 5-60 seconds**

**[REQUIRED] Accepted file types: MP4, MOV, MPEG, 3GP**

**[REQUIRED] Maximum file size: 500 MB**

**[REQUIRED] Minimum bitrate: 2500 kbps**

[RECOMMENDED] Recommended duration: 9-15 seconds

#### 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

TikTok: Reservation In-Feed Ads: Reach & Frequency -

<https://ads.tiktok.com/help/article/tiktok-reservation-in-feed-ads-reach-frequency?lang=en&redirected=1>