

X Creative Specifications

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X

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

Image Ads / STATIC_IMAGE

Timeline

[REQUIRED] Post copy maximum: 280 characters

[RECOMMENDED] Recommended file types: PNG, JPEG

[REQUIRED] Maximum file size: 5 MB

[PLACEMENT DEPENDENT] Supported aspect ratios and dimensions: 4:5 - 1440x1800, 2:3 - 1080x1620, 1:1 - 1080x1080, 1.91:1 - 2064x1080, 16:9 - 1920x1080, 9:16 - 1080x1920

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

X Business: Creative ad specifications -

<https://business.x.com/en/help/campaign-setup/creative-ad-specifications>