

CPHERE

Cphere Creative Specifications

Publication 5 / Published 2026-08-02 / 261282064223747c

Meta

Facebook, Instagram, Messenger, and Audience Network ad placements bought through Meta Ads Manager. Reels, Stories, Feed, and Carousel are placements within the Meta platform.

Last verified: 2026-08-02

WHAT TO SEND CPHERE

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

TRACKING REQUIREMENTS

Authority: Platform required.

review: Meta ad review examines images, video, text, targeting, and the ad's landing page or other destinations; review typically completes within 24 hours.

LANDING-PAGE REQUIREMENTS

Authority: Platform required.

relevance: The products and services promoted in an ad must match those promoted on the landing page.

PROHIBITED OR UNSUPPORTED

Authority: Cphere guidance; not a platform requirement.

- **Unacceptable, deceptive, or misleading business practices**
- **Adult nudity and sexual activity**
- **Asking for or sharing private information**
- **Misinformation debunked by third-party fact-checkers**
- **Asserting or implying personal attributes**
- **Shocking, sensational, or excessively violent content and profanity**
- **Reels ads may not use licensed music, face or camera effects, GIFs, or product tags**
- **Videos with edit lists or special boxes in file containers**

Facebook / CHANNEL

Facebook Feed - Video

[RECOMMENDED] Aspect ratio: 4:5

[RECOMMENDED] Recommended resolution: 1440x1800 pixels

[RECOMMENDED] File types: MP4, MOV, GIF

[REQUIRED] Duration: 1-not specified

[REQUIRED] Maximum file size: 4 GB

[REQUIRED] Minimum dimensions: 120x120 pixels

[RECOMMENDED] Video settings: H.264, square pixels, fixed frame rate, progressive scan, stereo AAC audio at 128 kbps or higher

[RECOMMENDED] Primary text: 50-150 characters

[RECOMMENDED] Headline: 27 characters

[REQUIRED] Container rule: Videos must not contain edit lists or special boxes in file containers

Facebook Reels

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CROSS-PLATFORM RECOMMENDATION

Cphere cross-platform guidance: when TikTok In-Feed and the Facebook or Instagram Reels placements are selected together, 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 text, logos, and key creative elements out of roughly the top 14%, the bottom 35%, and 6% on each side of the asset, where profile details, captions, and the CTA overlay render. Use the platform preview before delivery.

[RECOMMENDED] Aspect ratio: 9:16

[RECOMMENDED] Recommended resolution: 1440x2560 pixels

[RECOMMENDED] File types: MP4, MOV, GIF

[REQUIRED] Maximum file size: 4 GB

[RECOMMENDED] Primary text: 40 characters - Longer text may truncate behind See more.

[RECOMMENDED] Headline: 55 characters

[RECOMMENDED] Sound: Optional, but strongly recommended; auto-captioning is not supported on Facebook Reels

[PLACEMENT DEPENDENT] Duration limits: verification required - The current Ads Guide page does not state minimum or maximum duration; confirm before delivery.

[REQUIRED] Container rule: Videos must not contain edit lists or special boxes in file containers

Facebook Feed - Image

[RECOMMENDED] File types: JPG, PNG

[RECOMMENDED] Aspect ratio: 4:5

[RECOMMENDED] Recommended resolution: 1440x1800 pixels

[REQUIRED] Maximum file size: 30 MB

[REQUIRED] Minimum width: 600 pixels

[REQUIRED] Aspect ratio tolerance: 3%

[RECOMMENDED] Primary text: 50-150 characters

[RECOMMENDED] Headline: 27 characters

Facebook Feed - Carousel

[REQUIRED] Card count: 2-10

[RECOMMENDED] Image cards: JPG or PNG, 1:1, at least 1080x1080

[REQUIRED] Image maximum file size: 30 MB

[RECOMMENDED] Video cards: MP4, MOV, or GIF; 1 second to 240 minutes

[REQUIRED] Video maximum file size: 4 GB

[REQUIRED] Aspect ratio tolerance: 3%

[RECOMMENDED] Primary text: 80 characters

[RECOMMENDED] Headline: 20 characters

[RECOMMENDED] Description: 18 characters

[REQUIRED] Landing page URL: Required for every carousel card

Facebook Stories - Video

SAFE-ZONE GUIDANCE

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Keep text and logos out of roughly the top 14% and the bottom 20% of the asset, where profile details and the CTA render. Use the platform preview before delivery.

[RECOMMENDED] Aspect ratio: 9:16

[RECOMMENDED] Recommended resolution: 1440x2560 pixels

[RECOMMENDED] File types: MP4, MOV, GIF

[REQUIRED] Duration: 1-not specified

[REQUIRED] Maximum file size: 4 GB

[REQUIRED] Minimum width: 250 pixels

[REQUIRED] Aspect ratio tolerance: 1%

[RECOMMENDED] Primary text: 125 characters

[RECOMMENDED] Headline: 40 characters

[RECOMMENDED] Video settings: H.264, square pixels, fixed frame rate, progressive scan, stereo AAC audio at 128 kbps or higher

Facebook Stories - Image

SAFE-ZONE GUIDANCE

Keep text, logos, and key creative elements out of roughly the top 14%, the bottom 35%, and 6% on each side of the asset, where profile details, captions, and the CTA overlay render. Use the platform preview before delivery.

[RECOMMENDED] Aspect ratio: 9:16

[RECOMMENDED] Recommended resolution: 1440x2560 pixels

[RECOMMENDED] File types: JPG, PNG

[REQUIRED] Maximum file size: 30 MB

[REQUIRED] Minimum width: 500 pixels

[REQUIRED] Aspect ratio tolerance: 1%

[RECOMMENDED] Primary text: 125 characters

[RECOMMENDED] Headline: 40 characters

[RECOMMENDED] Display behavior: Shows for 8 seconds or until swiped away

Instagram / CHANNEL

Instagram Reels

CROSS-PLATFORM RECOMMENDATION

Cphere cross-platform guidance: when TikTok In-Feed and the Facebook or Instagram Reels placements are selected together, 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 text, logos, and key creative elements out of roughly the top 14%, the bottom 35%, and 6% on each side of the asset, where profile details, captions, and the CTA overlay render. Use the platform preview before delivery.

[RECOMMENDED] Aspect ratio: 9:16

[RECOMMENDED] Recommended resolution: 1440x2560 pixels

[RECOMMENDED] File types: MP4, MOV - GIF is not supported on Instagram Reels.

[REQUIRED] Duration: 0-not specified

[REQUIRED] Maximum file size: 4 GB

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[REQUIRED] Minimum width: 250 pixels for ads under 30 seconds; 500 pixels for ads 30 seconds or longer

[RECOMMENDED] Primary text: 44 characters

[RECOMMENDED] Sound: Optional, but strongly recommended; captions optional and recommended

Instagram Stories

SAFE-ZONE GUIDANCE

Keep text, logos, and key creative elements out of roughly the top 14%, the bottom 35%, and 6% on each side of the asset, where profile details, captions, and the CTA overlay render. Use the platform preview before delivery.

[RECOMMENDED] Aspect ratio: 9:16

[RECOMMENDED] Recommended resolution: 1440x2560 pixels

[RECOMMENDED] File types: MP4, MOV, GIF

[REQUIRED] Duration: 1-not specified

[REQUIRED] Maximum file size: 4 GB

[REQUIRED] Minimum width: 250 pixels

[REQUIRED] Aspect ratio tolerance: 1%

[RECOMMENDED] Primary text: 125 characters

[RECOMMENDED] Video settings: H.264, square pixels, fixed frame rate, progressive scan, AAC audio at 128 kbps or higher

Instagram Feed

[RECOMMENDED] Aspect ratio: 9:16

[RECOMMENDED] Recommended resolution: 1080x1920 pixels

[RECOMMENDED] File types: MP4, MOV, GIF

[REQUIRED] Duration: 1-not specified

[REQUIRED] Maximum file size: 4 GB

[REQUIRED] Minimum width: 250 pixels

[REQUIRED] Aspect ratio tolerance: 1%

[RECOMMENDED] Primary text: 125 characters

[REQUIRED] Maximum hashtags: 30

Instagram Feed - Image

[RECOMMENDED] File types: JPG, PNG

[RECOMMENDED] Aspect ratio: 4:5 recommended; minimum ratio 400x500, maximum ratio 191x100

[RECOMMENDED] Recommended resolution: 1440x1800 pixels

[REQUIRED] Maximum file size: 30 MB

[REQUIRED] Minimum width: 500 pixels

[REQUIRED] Aspect ratio tolerance: 1%

[RECOMMENDED] Primary text: 125 characters

[RECOMMENDED] Headline: 40 characters

[REQUIRED] Maximum hashtags: 30

Instagram Feed - Carousel

[REQUIRED] Card count: 2-10

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[RECOMMENDED] Image cards: JPG or PNG, at least 1080x1080; 4:5 for image-only carousels

[REQUIRED] Image maximum file size: 30 MB

[REQUIRED] Video-carousel ratio: 1:1 only when the carousel contains video cards

[REQUIRED] Video card duration: 1-not specified

[REQUIRED] Video maximum file size: 4 GB

[REQUIRED] Aspect ratio tolerance: 1%

[RECOMMENDED] Primary text: 125 characters

[REQUIRED] Maximum hashtags: 30

[REQUIRED] Landing page URL: Required for every carousel card

[PLACEMENT DEPENDENT] Headline and description limits: verification required - Not listed on the current Instagram Feed carousel page; confirm before delivery.

Messenger / CHANNEL

Messenger Stories - Video

SAFE-ZONE GUIDANCE

Keep text and logos out of roughly the top 14% and the bottom 14% of the asset. Use the platform preview before delivery.

[RECOMMENDED] Aspect ratio: 9:16

[RECOMMENDED] Recommended resolution: 1080x1920 pixels

[RECOMMENDED] File types: MP4, MOV, GIF

[REQUIRED] Duration: 1-60

[REQUIRED] Maximum file size: 4 GB

[REQUIRED] Minimum width: 500 pixels

[REQUIRED] Aspect ratio tolerance: 1%

[RECOMMENDED] Primary text: 125 characters

[RECOMMENDED] Headline: 40 characters

[RECOMMENDED] Playback behavior: 15 seconds or less shows in full; longer videos split into Story cards

Messenger Stories - Image

[RECOMMENDED] Aspect ratio: 9:16

[RECOMMENDED] Minimum recommended resolution: 1080x1080 pixels

[RECOMMENDED] File types: JPG, PNG

[REQUIRED] Maximum file size: 30 MB

[REQUIRED] Minimum width: 500 pixels

[REQUIRED] Aspect ratio tolerance: 1%

[RECOMMENDED] Primary text: 125 characters

[RECOMMENDED] Headline: 40 characters

[RECOMMENDED] Display behavior: Shows for 5 seconds or until swiped away

Audience Network / CHANNEL

Native, Banner and Interstitial - Video

[RECOMMENDED] Aspect ratio: 9:16

[RECOMMENDED] Minimum recommended resolution: 1080x1080 pixels

[RECOMMENDED] File types: MP4, MOV, GIF

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[REQUIRED] Duration: 1-not specified

[REQUIRED] Maximum file size: 4 GB

[RECOMMENDED] Primary text: 125 characters

[RECOMMENDED] Headline: 40 characters

[RECOMMENDED] Description: 30 characters

[REQUIRED] Captions: Not supported on Audience Network video

[RECOMMENDED] Video settings: H.264, square pixels, fixed frame rate, progressive scan, stereo AAC audio at 128 kbps or higher

Native, Banner and Interstitial - Image

[RECOMMENDED] Aspect ratio: 9:16

[RECOMMENDED] File types: JPG, PNG

[REQUIRED] Minimum dimensions: 398x208 pixels

[REQUIRED] Maximum file size: 30 MB

[RECOMMENDED] Primary text: 125 characters

[RECOMMENDED] Headline: 40 characters

[RECOMMENDED] Description: 30 characters

Rewarded Video

[RECOMMENDED] Aspect ratio: 9:16

[RECOMMENDED] Minimum recommended resolution: 1080x1080 pixels

[RECOMMENDED] File types: MP4, MOV, GIF

[REQUIRED] Duration: 3-61

[REQUIRED] Maximum file size: 4 GB

[RECOMMENDED] Primary text: 125 characters

[RECOMMENDED] Headline: 40 characters

[RECOMMENDED] Description: 30 characters

[REQUIRED] Captions: Not supported on Audience Network video

Rewarded Video - Image

[RECOMMENDED] Aspect ratio: 4:5

[RECOMMENDED] Recommended resolution: 1440x1800 pixels

[RECOMMENDED] File types: JPG, PNG

[REQUIRED] Maximum file size: 30 MB

[REQUIRED] Minimum dimensions: 600x750 at 4:5 pixels

[REQUIRED] Aspect ratio tolerance: 3%

[RECOMMENDED] Primary text: 50-150 characters

[RECOMMENDED] Headline: 27 characters

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TikTok

Last verified: 2026-08-02

WHAT TO SEND CPHERE

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

TRACKING REQUIREMENTS

Authority: Platform required.

mmp: App campaigns use MMP click and impression tracking URLs; supported third-party measurement partners track impressions and clicks but not in-app events

clickId: TikTok Click ID (ttclid) is auto-appended to landing URLs; UTM parameters are supported

LANDING-PAGE REQUIREMENTS

Authority: Platform required.

naming: Display Name and App Name must be consistent with the promoted product, service, or app shown on the landing page

functionality: Landing pages must be functional on the target market's network, not expired or under construction, mobile-friendly, and consistent with the ad content

PROHIBITED OR UNSUPPORTED

Authority: Cphere guidance; not a platform requirement.

- Videos shorter than 5 seconds or longer than 60 seconds (ad-format policy)
- Non-standard aspect ratios, low-resolution assets, or missing/poor-quality audio
- Spelling and grammar errors; static image-led video content
- Clickable links, @ mentions, or hashtags inside Non-Spark ad captions

Video / VIDEO

In-Feed (Reservation)

CROSS-PLATFORM RECOMMENDATION

Cphere cross-platform guidance: when TikTok In-Feed and the Facebook or Instagram Reels placements are selected together, 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 ratios: 9:16 at 540x960 or larger (recommended); 16:9 at 960x540 or larger; 1:1 at 640x640 or larger

[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

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[REQUIRED] Account name: Maximum 20 characters (10 for Chinese/Japanese/Korean); no emojis or braces; punctuation counts

[REQUIRED] Ad caption: Maximum 4 display lines then See more; no links or braces; 100 characters or fewer recommended (50 for Chinese/Japanese/Korean); Spark Pull captions up to 150 characters or blank

[REQUIRED] Profile photo: 98x98 pixels, 1:1, JPG/JPEG/PNG under 50 KB; keep the key element centered in the 66x66 pixel safe area

[REQUIRED] Call to action: 25 landing-page CTAs supported; app-download campaigns use a 4-CTA subset (Download, Learn more, Listen now, Play game)

In-Feed (Auction)

[RECOMMENDED] Aspect ratios: 9:16 at 540x960 or larger (recommended); 16:9 at 960x540 or larger; 1:1 at 640x640 or larger

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

[REQUIRED] Maximum duration: 10 minutes

[REQUIRED] Maximum file size: 500 MB

[REQUIRED] Minimum bitrate: 516 kbps

[REQUIRED] Ad caption rules: Rendered in uniform white font; not customizable; no clickable links, @ mentions, or hashtags; maximum 4 display lines; Spark Ads captions come from the organic post

[REQUIRED] Account name: Maximum 20 characters (10 for Chinese/Japanese/Korean)

[REQUIRED] Profile photo: 98x98 pixels, 1:1, JPG/JPEG/PNG under 50 KB; key element centered in the 66x66 pixel safe area

[REQUIRED] Ads per ad group: 50 - Ad names support 512 characters (internal only).

[RECOMMENDED] Call to action: 22 standard CTAs plus Dynamic CTA (10-option pool) and AI-generated CTA derived from the landing page

[PLACEMENT DEPENDENT] Ad text character limit: verification required - The current auction in-feed page publishes no numeric ad-text limit (the 1-100 Latin / 1-50 Asian limit is documented only for Global App Bundle image ads); confirm in TikTok Ads Manager.

[PLACEMENT DEPENDENT] Video codec: verification required - No codec is stated on current official pages; confirm before delivery.

TopView (Reservation)

[REQUIRED] Aspect ratio: 9:16 vertical only, at least 540x960 pixels

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

[REQUIRED] Duration: 5-60 seconds - 9-15 seconds recommended.

[REQUIRED] Maximum file size: 500 MB

[REQUIRED] Minimum bitrate: 2500 kbps

[REQUIRED] Ad caption: Maximum 100 characters, 4 display lines; 50 or fewer recommended for Chinese/Japanese/Korean

[REQUIRED] Profile photo: 98x98 pixels, 1:1, under 50 KB; 66x66 pixel safe area

Spark Ads

[REQUIRED] Organic asset rules: No restrictions on ratio, resolution, file type, bitrate, or file size for the sparked post; 10-minute maximum video length

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[REQUIRED] Authorization: Own-account posts, or other creators' posts with an authorization code; display name and text come from the organic post and cannot be edited

[REQUIRED] Spark Ads per account: 10000 - Un-authorize the Spark Ad before deleting the organic video.

[RECOMMENDED] Captions: Captions may be blank; account tagging, emoji, and hashtags are allowed (unlike Non-Spark captions)

Carousel / CAROUSEL

Standard Carousel

[REQUIRED] Image count: 2-35

[REQUIRED] Image file types: JPG, JPEG, PNG

[RECOMMENDED] Image file size: 100 Suggested limit per image. - KB

[REQUIRED] Image dimensions: 1200x628 (horizontal), 640x640 (square), 720x1280 (vertical) pixels

[REQUIRED] Music: Required; loops during playback; at least 2 seconds; upload MP3/WAV/M4A/FLAC up to 10 MB, or use Commercial Music Library (Standard carousel on TikTok only - CML is unavailable on Pangle)

[REQUIRED] Caption and CTA: One ad caption, one CTA, and one destination URL apply to every image; VSA Carousel instead uses per-image catalog product links (Non-Spark only)

[PLACEMENT DEPENDENT] Caption character limits: verification required - Not stated on the carousel specification page; confirm in TikTok Ads Manager.

Search Ads / SEARCH

Search Ads Campaign

[REQUIRED] Creative inheritance: Video and image formats are the same as in-feed campaigns, so creative can be repurposed; Spark Ads, Carousel Image Ads, and Catalog Product Ads are supported

[REQUIRED] Display behavior: Multiple creatives per ad group, but only one video is displayed (default selected)

[REQUIRED] Relevance: Creative must align with ad-group keywords and the landing page must match the creative

[REQUIRED] Interactive add-ons: Display cards only; stickers are unsupported in Search

Interactive Add-Ons / ADD_ON

Display Card

[RECOMMENDED] Upload size: 1920x1080 recommended; displays at 750x421 pixels

[REQUIRED] File types: JPG, JPEG, PNG

[REQUIRED] Shape rules: Must be rectangular; the middle must not be transparent (border may be); include a visible CTA; no file-size limitation; popup timing is automatic

Pop-out Showcase

[REQUIRED] Video duration: At least 8 seconds (more than 15 recommended)

[REQUIRED] Pop-out element: PNG, 448x448 pixels, between 100 KB and 500 KB

[REQUIRED] CTA text: 27 English characters or fewer (13 for Chinese/Japanese/Korean);

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no emojis, braces, @ or #

[REQUIRED] Timing: Appears at least 3 seconds after start and at least 5 seconds before the end

Download Card

[REQUIRED] Safe-zone rule: Key elements must sit inside a safe zone that varies by ad ratio and caption length (longer captions shrink the zone); LTR and Arabic RTL templates exist

[PLACEMENT DEPENDENT] Exact safe-zone dimensions: verification required - Numeric dimensions live in the downloadable safe-zone template files; confirm against the current templates.

Video Shopping / CATALOG

Video Shopping Ads

[REQUIRED] Ad group structure: Up to 50 videos per ad group; 1-20 active products per ad; 3-5 creatives per ad group recommended; video specs inherit In-Feed

[RECOMMENDED] Product image: 800x800 recommended pixels

[REQUIRED] Product copy: Product title maximum 40 characters; up to 10 selling points of 0-25 characters each

[REQUIRED] Catalog render zones: Product cards render in a 130-pixel bottom field; product tiles use a 546-pixel bottom space; display cards render 750x421; add-ons show up to 20 products

[PLACEMENT DEPENDENT] Product image file format and size: verification required - Not stated; confirm catalog feed requirements.

Global App Bundle & Pangle / NETWORK

Global App Bundle - Image

[RECOMMENDED] Dimensions: 9:16 at 720x1280 or larger (recommended); 16:9 at 1280x720; 1:1 at 640x640 pixels

[REQUIRED] File types: JPG, JPEG, PNG

[REQUIRED] Maximum file size: 100 MB

[REQUIRED] App name: 4-40 Latin characters (2-20 Asian); no emojis

[REQUIRED] Brand name: 2-20 Latin characters (1-10 Asian); no emojis

[REQUIRED] Description: 1-100 Latin characters (1-50 Asian); no emojis, braces, or #; punctuation and spaces count

Pangle

[REQUIRED] Video: 1280x720, 720x1280, or 720x720; up to 10 minutes; MP4/MOV/MPEG/AVI; 500 MB maximum (Interstitial, Rewarded, App Open, Native, Banner)

[REQUIRED] Images: 1200x628, 640x640, or 720x1280; JPG/JPEG/PNG; 100 MB maximum; Pangle-exclusive banners 600x500, 640x200, 640x100

[REQUIRED] Pangle carousel: Up to 50 images (Interstitial and Rewarded only)

[REQUIRED] Playables: ZIP up to 5 MB, 1280x720 or 720x1280; thumbnail defaults to the first frame

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X

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Image Ads / STATIC_IMAGE

Timeline

[REQUIRED] Post copy: 280 characters; each link reduces the limit by 23 characters

[RECOMMENDED] File types: PNG, JPEG - BMP and TIFF are not accepted; GIF renders as a static image.

[REQUIRED] Maximum file size: 5 MB

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

[RECOMMENDED] Recommended standalone image size: 1200x1200 (1:1) or 1200x628 (1.91:1) pixels

[RECOMMENDED] Website card headline: 70 characters maximum; 50 or fewer avoids truncation

Video Ads / VIDEO

Timeline

[REQUIRED] Post copy: 280 characters; each link reduces the limit by 23 characters

[REQUIRED] File types: MP4, MOV

[REQUIRED] Maximum file size: 1 GB maximum; under 30 MB strongly recommended

[RECOMMENDED] Duration: Up to 2:20 supported; 15 seconds or less recommended; up to 10 minutes for select advertisers by request

[RECOMMENDED] Codec: H.264 Baseline/Main/High with 4:2:0 color space; AAC LC audio

[RECOMMENDED] Bitrate: 6,000-10,000 kbps (recommend 6,000) at 1080p; 5,000-8,000 kbps (recommend 5,000) at 720p

[RECOMMENDED] Frame rate: 29.97 or 30 FPS (up to 60 supported; do not upsample)

[PLACEMENT DEPENDENT] Supported aspect ratios: 4:5, 2:3, 1:1, 1.91:1, 16:9, 9:16

[REQUIRED] Thumbnail: PNG or JPEG matching the video aspect ratio, 5 MB maximum

[RECOMMENDED] Looping behavior: Videos under 60 seconds loop automatically

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YouTube

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Video / VIDEO

In-Stream Video Ads

SAFE-ZONE GUIDANCE

Player controls and overlays cover parts of the frame at varying player sizes; keep essential text and logos centered and preview the ad in the target placements before delivery.

[REQUIRED] Hosting: The ad must be a video uploaded to YouTube (public or unlisted)

[RECOMMENDED] Recommended resolutions: 1920x1080 (16:9), 1080x1920 (9:16), 1080x1080 (1:1) pixels - Minimum 1280x720.

[RECOMMENDED] Accepted upload formats: MPG (MPEG-2/MPEG-4) recommended, MP4, MOV, AVI, WMV, FLV, MPEG-1, MPEGPS, 3GPP, WebM, DNxHR, ProRes, CineForm, HEVC

[REQUIRED] Maximum file size: 256 GB

[RECOMMENDED] Skippable in-stream duration: No maximum; under 3 minutes recommended

[REQUIRED] Non-skippable in-stream duration: 7-15 seconds standard; a 16-30 second subtype runs on connected TV only (30-second assets must be horizontal)

[REQUIRED] Bumper duration: 6 seconds or less

[RECOMMENDED] Companion banner (desktop): 300x60 JPEG/GIF/PNG, 150 KB or less; optional and auto-generated when omitted

YouTube Shorts Ads

[RECOMMENDED] Aspect ratio: 9:16 vertical recommended; horizontal and square supported

[REQUIRED] Duration: Up to 3 minutes; only the first 60 seconds plays; under 60 seconds recommended

[RECOMMENDED] CTA card headline: 40 characters

[RECOMMENDED] CTA card description: 90 characters

In-Feed Video Ads

[REQUIRED] Headline: 100 characters maximum; may shorten after 25 characters on some surfaces

[REQUIRED] Description: Up to 2 lines of 35 characters each

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Google Search

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Responsive Search Ad / SEARCH_COPY

Search Results

[REQUIRED] Headline character limit: 30 characters

[REQUIRED] Headline count: 3-15

[REQUIRED] Description character limit: 90 characters

[REQUIRED] Description count: 2-4

[REQUIRED] Display path fields: 2 optional path fields of 15 characters each

[REQUIRED] Final URL: Required for every responsive search ad - Double-width characters (Korean, Japanese, Chinese) count as two characters.

[PLACEMENT DEPENDENT] Final URL character limit: 2048 characters - The reviewed responsive-search table does not mark this row as required.

ChatGPT Search

OpenAI sponsored placements in ChatGPT are in early testing with no published creative specification sheet; this entry is Cphere-authored guidance.

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- Final platform-ready creative
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- Brand and legal requirements

Sponsored Results / EMERGING

ChatGPT Conversations

[CPHERE BEST PRACTICE] Ad availability: OpenAI is testing contextual Sponsored-labeled units in ChatGPT (US launch January 2026, Free and Go tiers). No self-serve creative specification sheet has been published. - Per the OpenAI Help Center article "Ads in ChatGPT"; the page is not machine-verifiable from server infrastructure, so treat every value as requiring platform confirmation.

[CPHERE BEST PRACTICE] Creative model: Units are system-rendered from campaign settings rather than uploaded creative assets; supply brand name, approved copy, and destination URL and confirm requirements with the platform at booking time.

[CPHERE BEST PRACTICE] Landing page: Provide a crawlable HTTPS destination consistent with the promoted offer; confirm tracking-parameter support with the platform before launch.

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Rumble

Bought through the Rumble Advertising Center (RAC).

Last verified: 2026-08-02

WHAT TO SEND CPHERE

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

Video / VIDEO

In-Stream Video

[REQUIRED] Aspect ratios: 16:9 or 4:3; uploads that match neither are rejected

[REQUIRED] Codec and container: Only H.264-encoded MP4 videos are accepted

[REQUIRED] Maximum file size: 50 MB

[REQUIRED] Creative title: 200 characters

[REQUIRED] Brand field: 200 characters

[PLACEMENT DEPENDENT] Duration limits: verification required - Not stated in the public Rumble Advertising Center documentation; the console Restrictions panel governs upload limits.

Display / STATIC_IMAGE

Rumble Display

[REQUIRED] Rumble placement sizes: 728x90, 300x250 pixels

[PLACEMENT DEPENDENT] Other publisher sizes: 822x175, 800x450, 1600x900, 160x600, 320x100, 320x50 pixels

[PLACEMENT DEPENDENT] File type and size: verification required - Not stated on the current public creatives page; confirm in the Rumble Advertising Center console.

CPHERE

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Truth Social

Truth Social advertising is sold through the Rumble Advertising Center; the published asset specification is minimal and everything beyond it requires platform confirmation.

Last verified: 2026-08-02

WHAT TO SEND CPHERE

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

Display / STATIC_IMAGE

Truth Social Display

[REQUIRED] Display size: 420x315 pixels

[PLACEMENT DEPENDENT] File type and size: verification required - Truth Social publishes no file-type or file-size requirements; confirm through the Rumble Advertising Center.

Video / VIDEO

Truth Social Video

[REQUIRED] Aspect ratio: 16:9

[REQUIRED] Maximum file size: 50 MB

[PLACEMENT DEPENDENT] Duration limits: verification required - Not published; confirm through the Rumble Advertising Center.

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Reddit

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

Feed

[REQUIRED] Headline: 300 characters maximum; 100 or fewer recommended; 80 or fewer is the safer display limit

[REQUIRED] Destination URL: 268 characters

[REQUIRED] File types: JPG, PNG, GIF

[REQUIRED] Maximum file size: 3 MB

[RECOMMENDED] Recommended aspect ratios: 4:3 (1440x1080) cross-device, 1:1 (1080x1080), 3:4 (1080x1440), 4:5 (1080x1350), 16:9 (1920x1080) - Any aspect ratio is accepted; off-spec assets may letterbox.

[RECOMMENDED] Thumbnail: JPG/PNG/GIF (converted to still), 3 MB maximum, 4:3 400x300 recommended; shown in conversation placement and compact view

Video Ads / VIDEO

Feed

[REQUIRED] Headline: 300 characters maximum; 100 or fewer recommended; 80 or fewer is the safer display limit

[REQUIRED] File types: MP4, MOV - ProRes is not supported.

[REQUIRED] Maximum file size: 1 GB

[REQUIRED] Maximum frame rate: 30 fps

[REQUIRED] Duration: 2-not specified - 5-30 seconds recommended.

[RECOMMENDED] Recommended aspect ratios: 4:3 (1440x1080), 16:9 (1920x1080), 1:1 (1200x1200), 3:4 (900x1200), 4:5 (1200x1500)

[REQUIRED] Thumbnail: JPG/PNG/GIF, 3 MB maximum, aspect ratio matching the video; auto-generated and replaceable

Dynamic Product Ads / CATALOG

Feed

[REQUIRED] Supported formats: IMAGE, CAROUSEL

[REQUIRED] Headline: Under 300 characters

[PLACEMENT DEPENDENT] Product image requirements: verification required - Catalog image requirements are governed by the product feed; confirm current field requirements.

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Amazon

Last verified: 2026-08-02

WHAT TO SEND CPHERE

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

Amazon DSP / DISPLAY

DSP Inventory

[REQUIRED] Desktop display sizes: 300x250, 728x90, 160x600, 300x600, 970x250 (billboard, supplied 1940x500 at 2x) pixels

[REQUIRED] Mobile display sizes: 320x50 (supplied 640x100 at 2x), 414x125 (supplied 828x250), 300x250 (supplied 600x500), 728x90 tablet (supplied 1456x180) pixels

[REQUIRED] File types: JPG, PNG-8

[PLACEMENT DEPENDENT] File weights: 40-200 KB static depending on unit; 200 KB HTML

[REQUIRED] Minimum video duration: 5 seconds

[REQUIRED] Video file types: MP4, WebM, FLV

[REQUIRED] Amazon pixel: Required for performance units that link off Amazon

Sponsored Brands Video / VIDEO

Sponsored Brands

[REQUIRED] Aspect ratio: 16:9

[REQUIRED] Accepted dimensions: 1280x720, 1920x1080, 3840x2160 pixels

[REQUIRED] Duration: 6-45 seconds - 20 seconds or less is highly recommended.

[REQUIRED] Maximum file size: 500 MB

[REQUIRED] File types: MP4, MOV

[REQUIRED] Codec: H.264 or H.265, Main/Baseline profile, progressive scan, square pixels

[REQUIRED] Frame rate: 23.976, 24, 25, 29.97, or 30 fps

[REQUIRED] Audio: PCM, AAC, or MP3; 96 kbps or higher; 44.1 kHz or higher

[RECOMMENDED] Lower-right overlay: Avoid text in the lower-right corner where the platform UI overlays

Streaming TV / VIDEO

Streaming TV and Prime Video

[REQUIRED] Aspect ratio: 16:9

[REQUIRED] Minimum frame size: 1920x1080 pixels

[REQUIRED] Maximum file size: 500 MB

[REQUIRED] Codec: H.264, MPEG-2, or MPEG-4; MP4 for site-served

[REQUIRED] Bitrate: Prime Video 15 Mbps minimum (50 recommended); Twitch/Fire TV/third-party 8 Mbps minimum

[RECOMMENDED] Frame rate: 23.976 fps recommended (24/25/29.97 allowed), constant

[REQUIRED] Audio: AAC 192 kbps or higher, 2-channel or more, 44.1/48 kHz

[PLACEMENT DEPENDENT] Duration: US Prime Video 15/30/45/60 seconds; US Twitch 15/30; US third-party STV 6-90 seconds

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[REQUIRED] Presentation rules: Letterboxing and pillarboxing strongly discouraged;
non-interactive ads must not display click CTAs

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Shopify

Commerce surface. Cphere-authored guidance based on Shopify's storefront product-media requirements; Shopify publishes no ad-creative specifications.

Last verified: 2026-08-02

WHAT TO SEND CPHERE

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

Product Media / COMMERCE

Storefront

[CPHERE BEST PRACTICE] Product images: Up to 5000x5000 pixels (25 megapixels), under 20 MB; PNG, JPEG, WebP, HEIC, GIF, SVG and other formats accepted; 2048x2048 square recommended - Values from the Shopify Help Center product-media documentation; verify the current page before delivery.

[CPHERE BEST PRACTICE] Product video: Up to 10 minutes, 1 GB, and 4K (4096x2160); MP4, MOV, or WebM; delivered as MP4/HLS - Values from the Shopify Help Center product-media documentation; verify the current page before delivery.

[CPHERE BEST PRACTICE] 3D models: GLB or USDZ, up to 500 MB - Values from the Shopify Help Center product-media documentation; verify the current page before delivery.

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LinkedIn Ads

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

Single Image Ads / STATIC_IMAGE

Feed

[REQUIRED] File types: JPG, PNG, GIF (250 frames or fewer)

[REQUIRED] Maximum file size: 5 MB

[RECOMMENDED] Aspect ratios: 1.91:1 at 1200x628 (min 640x360, max 7680x4320), 1:1 at 1200x1200 (min 360x360, max 4320x4320), 4:5 at 720x900 (min 360x640, max 2430x4320) pixels

[RECOMMENDED] Headline: 70 characters or fewer to avoid truncation; 200 hard maximum

[RECOMMENDED] Introductory text: 150 characters or fewer recommended; 3,000 hard maximum

[RECOMMENDED] Description: 100 characters recommended; 300 maximum

[REQUIRED] Destination URL: 2,000 characters maximum with http or https prefix

Video Ads / VIDEO

Feed

[REQUIRED] Duration: 3 seconds to 30 minutes; 15-30 seconds recommended

[REQUIRED] File size: 75 KB to 500 MB

[REQUIRED] File type: MP4

[REQUIRED] Codec: H.264 or VP8; audio AAC or MPEG4 under 64 kHz

[REQUIRED] Frame rate: Under 30 fps

[RECOMMENDED] Aspect ratios: 16:9 at 1920x1080 (min 640x360), 1:1 at 1080x1080 (min 360x360), 4:5 at 720x900, 9:16 at 720x1280 pixels

[RECOMMENDED] Headline: 70 characters or fewer recommended; 200 maximum

[RECOMMENDED] Captions: SRT format

[REQUIRED] Destination URL: 2,000 characters maximum with http or https prefix

Carousel Image Ads / CAROUSEL

Feed

[REQUIRED] Card count: 2-10

[REQUIRED] Maximum file size per card: 10 MB

[REQUIRED] Maximum dimensions: 4320x4320 pixels

[RECOMMENDED] Recommended dimensions: 1080x1080 (1:1) pixels

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

[REQUIRED] Destination URL character limit: 2000 characters

CPHERE

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DOOH

Last verified: 2026-08-02

WHAT TO SEND CPHERE

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

Digital Screens / DOOH

Digital Out-of-Home Screens

[RECOMMENDED] Channel scope: Digital screens in public and commercial spaces; personal devices, static signage, in-app ads, in-store audio, and broadcast TV are excluded

[RECOMMENDED] Venue taxonomy: OpenOOH venue categories: Transit, Retail, Outdoor, Health & Beauty, Point of Care, Education, Office, Leisure, Government, Financial, Residential

[RECOMMENDED] Creative types: Video, animations, countdowns, and data-triggered messages; CTV and video assets can be repurposed

[RECOMMENDED] Call-to-action guidance: No click-out exists; avoid button-style CTAs, use short memorable URLs, and restrict QR codes to street-level and place-based screens

[PLACEMENT DEPENDENT] Screen resolutions, file types, sizes, and durations: verification required - Screen- and media-owner-specific; the public StackAdapt DOOH Advertising Guide (2025) contains no technical file specs - confirm per-screen specifications through the executing platform before delivery.

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CTV

Last verified: 2026-08-02

WHAT TO SEND CPHERE

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

CTV Video / VIDEO

Streaming TV

[RECOMMENDED] Aspect ratio: 16:9 preferred; no letterboxing, pillarboxing, or anamorphic content

[RECOMMENDED] Resolution: 1920x1080 for the 1080p HD tier pixels

[RECOMMENDED] Codec and container: H.264 in MP4; VAST 4.x for delivery

[RECOMMENDED] Bitrate: 2,500-3,500 kbps at 1080p; CTV vendors can require far higher bitrates (15,000-30,000 kbps) - check with publishers

[RECOMMENDED] Frame rate: Maintain the source frame rate (23.976, 25, or 29.97 fps); no frame-rate conversion or 3:2 pulldown

[RECOMMENDED] Audio: AAC-LC 128-192 kbps stereo at 44.1/48 kHz; loudness -24 LKFS -2 dB (US) / -23 LUFS -1 (EU); peak at or below -6 dB true peak

[RECOMMENDED] Mezzanine file: 50 Mbps VBR ProRes or H.264 MOV/MP4 at 1920x1080; SSAI platforms require mezzanine-quality uploads; no slate, bars, or tone

[RECOMMENDED] Duration: CTV inventory typically sells 15-, 30-, or 60-second formats (pre/mid/post-roll) seconds

[RECOMMENDED] Transcoding: Upload the CTV creative once; StackAdapt handles transcoding and technical spec compatibility across supported publishers

[REQUIRED] Click attributes: Remove any click attributes before reusing a video asset as CTV creative; CTV is sound-on by definition

[RECOMMENDED] Cross-publisher reference: StackAdapt officially defers to the IAB digital video and CTV ad format guidelines for general format and spec information

[PLACEMENT DEPENDENT] Executing-platform upload limits: verification required - StackAdapt publishes no public numeric upload limits; confirm current requirements in the platform console before delivery.

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Video

Last verified: 2026-08-02

WHAT TO SEND CPHERE

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

Online Video (OLV) / VIDEO

In-Stream

[RECOMMENDED] Duration: 6, 15, or 30 seconds exactly (-1 second transcode variance);

bumpers 3-10 seconds; 60 seconds sparingly for post-roll or extended mid-roll

[RECOMMENDED] Aspect ratio: 16:9 preferred; 4:3 only when the source is 4:3

[RECOMMENDED] Codec and container: H.264 in web-optimized progressive MP4 (MOOV atom at front); HLS or MPEG-DASH for adaptive delivery

[RECOMMENDED] Ready-to-serve resolutions: 640x360 (low), 854x480 / 1024x576 (medium), 1280x720 / 1920x1080 (high) pixels

[RECOMMENDED] Bitrate: 500-700 kbps low; 700-1,500 kbps medium; 1,500-2,500 kbps at 720p; 2,500-3,500 kbps at 1080p

[RECOMMENDED] Frame rate: Maintain the source frame rate (23.976, 25, or 29.97 fps)

[RECOMMENDED] Audio: AAC-LC 128-192 kbps or HE-AACv1 64-128 kbps, stereo, 44.1/48 kHz; loudness -24 LKFS -2 dB (US)

[RECOMMENDED] Sound-on rule: In-stream (pre/mid/post-roll) plays sound-on by default at start; sound-off placements are out-stream

[RECOMMENDED] Companion banners: 300x250, 728x90, 468x60, 300x100, or 300x60 at 200 KB; no audio or video inside the companion

[REQUIRED] StackAdapt placements: In-stream (pre/mid/post-roll), native video, native outstream, and in-app interstitial video across desktop, mobile, apps, and streaming environments

[RECOMMENDED] Autoplay and sound: Desktop and mobile video is automatically muted when an impression is served; closed captions are recommended for muted autoplay environments; 30 seconds or less recommended with a hook in the first 3 seconds

[PLACEMENT DEPENDENT] StackAdapt upload limits: verification required - Containers, codecs, bitrate, frame rate, maximum file size, and VAST/VPaid/SIMID/OMID versions are documented only in the login-gated StackAdapt help center; confirm in the platform console.

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Audio

Last verified: 2026-08-02

WHAT TO SEND CPHERE

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

Streaming Audio / AUDIO

Programmatic Audio

[RECOMMENDED] Duration: 15 or 30 seconds

[RECOMMENDED] File types: MP3, WAV

[RECOMMENDED] Bitrate: 128-192 kbps

[RECOMMENDED] Companion banner: 300x250 clickable companion displays during audio play pixels

[CPHERE BEST PRACTICE] Script length: About 40 words per 15 seconds and 55-75 words per 30 seconds

[PLACEMENT DEPENDENT] StackAdapt upload limits: verification required - Sample rate, channels, maximum file size, and DAAST/VAST support are documented only in the login-gated StackAdapt help center; confirm in the platform console.

Spotify

[REQUIRED] File types: MP3, WAV, OGG

[REQUIRED] Maximum file size: 50 MB

[REQUIRED] Audio quality: 192-320 kbps, 44.1 kHz, stereo; loudness -16 LUFS -1.5

[REQUIRED] Duration: 30 seconds maximum standard; up to 60 seconds in select Direct campaigns

[REQUIRED] Companion display: 600x600 minimum, 1:1, JPEG/PNG, 200 KB maximum

[RECOMMENDED] Script length: 65 words or fewer per 30 seconds; about 100 words per 60 seconds

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Display

Display banners across Google's display network and programmatic exchange inventory.

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

Uploaded Display / STATIC_IMAGE

Display Network

[REQUIRED] Accepted dimensions: 200x200, 240x400, 250x250, 250x360, 300x250, 336x280, 580x400, 120x600, 160x600, 300x600, 300x1050, 468x60, 728x90, 930x180, 970x90, 970x250, 980x120, 300x50, 320x50, 320x100 pixels

[REQUIRED] Accepted file types: GIF, JPG, PNG

[REQUIRED] Maximum file size: 150 KB

[PLACEMENT DEPENDENT] Animated GIF total duration: 30 seconds

Responsive Display / RESPONSIVE

Display Network

[REQUIRED] Landscape image (1.91:1): 1200x628 recommended; 600x314 minimum pixels

[REQUIRED] Square image (1:1): 1200x1200 recommended; 300x300 minimum pixels

[REQUIRED] Logos: Landscape 4:1 at 1200x300 (min 512x128); square 1:1 at 1200x1200 (min 128x128) pixels

[REQUIRED] Maximum file size: 5120 KB

[REQUIRED] Short headlines: 1-5 headlines of 30 characters or fewer

[REQUIRED] Long headline: 90 characters

[REQUIRED] Descriptions: 1-5

[PLACEMENT DEPENDENT] Description character limit: verification required - The reviewed page states the description count but not the per-description character limit; confirm before delivery.

Programmatic Display / DISPLAY

Programmatic Exchanges

[REQUIRED] Supported sizes: 300x250, 728x90, 320x50, 160x600, 300x600, 970x250, 970x90 (desktop only) pixels

[REQUIRED] File types: JPG, PNG, GIF, HTML5

[REQUIRED] Maximum file size: 750 KB

[REQUIRED] Minimum resolution: 72 PPI (144 recommended)

[RECOMMENDED] IAB initial-load budgets: 300x250 and 728x90 and 160x600: 150 KB; 970x250 and 300x600: 250 KB; 320x50 and 300x50: 50 KB; 970x90: 200 KB (gzipped initial load; subload is double)

[RECOMMENDED] HTML5/LEAN rules: Audio muted by default with user-initiated control; 10 file requests maximum on initial load; 30% CPU maximum per active ad

[REQUIRED] Supported creative formats: Static banners, rich media/HTML5, in-banner video, hover units, and social display

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[PLACEMENT DEPENDENT] HTML5 zip, clickTag, SSL, animation, and backup-image rules:
verification required - Documented only in the login-gated StackAdapt help center;
confirm in the platform console before trafficking HTML5.

Cphere Creative Specifications

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Mobile

Last verified: 2026-08-02

WHAT TO SEND CPHERE

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

Mobile Display / DISPLAY

In-App and Mobile Web

[REQUIRED] Contract inheritance: StackAdapt publishes no distinct mobile creative contract: mobile delivery inherits the Display contract (sizes span desktop, mobile, and tablet incl. 320x50), Native in-app placements, and Video in-app interstitials

[RECOMMENDED] Smartphone banners: 300x50 and 320x50 at 50 KB initial load / 100 KB subload pixels

[RECOMMENDED] Mobile interstitials: 640x1136, 750x1334, or 1080x1920 at 300 KB initial load / 600 KB subload pixels

[RECOMMENDED] Medium rectangle: 300x250 at 150 KB initial load / 300 KB subload; tablet 728x90 at 150/300 KB pixels

[RECOMMENDED] Pixel density: Supply assets at 2x pixel density for high-DPI screens

[REQUIRED] Executing-platform limits: 320x50 supported with JPG/PNG/GIF/HTML5 at 750 KB maximum

[RECOMMENDED] Mobile design guidance: Rewarded/opt-in video runs exclusively in-app on mobile; 320x480 half-page and swipe units are referenced as design guidance; 12-20pt fonts recommended

[PLACEMENT DEPENDENT] 320x480 interstitial technical contract: verification required - Referenced only as design guidance; the binding technical contract is in the login-gated StackAdapt help center.

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In-Game

Last verified: 2026-08-02

WHAT TO SEND CPHERE

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

In-Game Ads / IN_GAME

Intrinsic In-Game

[REQUIRED] Supported formats: Blended in-game display and video, banner, interstitial, and rewarded video across mobile and PC games (in partnership with Anzu); CTAs are not clickable in blended display; playable/interactive ads are not supported

[PLACEMENT DEPENDENT] StackAdapt in-game technical contract: verification required - StackAdapt publishes no in-game dimensions, file types, sizes, or durations; the binding contract is in the login-gated help center / partner documentation.

[RECOMMENDED] Video duration: 6 seconds recommended; up to 15 seconds; avoid 30- and 60-second cuts

[RECOMMENDED] Viewability standard: Ad must cover at least 1.5% of the screen with 200 ms polling to count as viewable

[RECOMMENDED] Size standardization: Use industry-standard ad sizes; non-standard 0x0 and 1x1 units are treated as invalid traffic

[PLACEMENT DEPENDENT] Binding creative size list: verification required - Common sizes 300x250 and 480x320 are cited in non-binding material; confirm the binding list in the platform console.

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Email

Independent email-delivery specification. Requirements come from mailbox providers (Gmail sender guidelines) and industry convention - NOT from StackAdapt: StackAdapt's email offering is an owned sending product with a WYSIWYG editor and publishes no creative specification, and StackAdapt does not document email as a media-activation channel.

Last verified: 2026-08-02

WHAT TO SEND CPHERE

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

HTML Email / EMAIL

Marketing Email

[REQUIRED] Message format: Format messages per RFC 5322; HTML must follow HTML standards; never hide content with HTML or CSS; links must be visible and predictable

[REQUIRED] Unsubscribe: Bulk senders (5,000+/day to Gmail) must support one-click unsubscribe (List-Unsubscribe headers) and a visible unsubscribe link

[CPHERE BEST PRACTICE] Body width: 600-640 pixels pixels - Industry convention (Litmus); not a platform mandate.

[CPHERE BEST PRACTICE] Image weight: Individual images under 200 KB; total email assets around 1 MB or less - Industry convention (Litmus); not a platform mandate.

[CPHERE BEST PRACTICE] HTML payload: Keep the HTML under roughly 102 KB to avoid Gmail clipping - Observed Gmail behavior documented by industry sources; not stated in Google's official guidelines.

[CPHERE BEST PRACTICE] Accessibility: Alt text on all images; live text over image-only text; test light and dark mode with transparent-safe PNGs - Industry convention (Litmus).

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.

Cphere Creative Specifications

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OFFICIAL SOURCES

Meta for Business: Video ad specs for Facebook Feed -
<https://www.facebook.com/business/ads-guide/update/video/facebook-feed>

Meta for Business: Video ad specs for Facebook Reels -
<https://www.facebook.com/business/ads-guide/update/video/facebook-facebook-reels>

Meta for Business: Image ad specs for Facebook Feed -
<https://www.facebook.com/business/ads-guide/image/facebook-feed>

Meta for Business: Carousel ad specs for Facebook Feed -
<https://www.facebook.com/business/ads-guide/update/carousel/facebook-feed>

Meta for Business: Video ad specs for Facebook Stories -
<https://www.facebook.com/business/ads-guide/update/video/facebook-story>

Meta for Business: Image ad specs for Facebook Stories -
<https://www.facebook.com/business/ads-guide/update/image/facebook-story>

Meta for Business: Video ad specs for Instagram Reels -
<https://www.facebook.com/business/ads-guide/update/video/instagram-reels>

Meta for Business: Video ad specs for Instagram Stories -
<https://www.facebook.com/business/ads-guide/update/video/instagram-story>

Meta for Business: Video ad specs for Instagram Feed -
<https://www.facebook.com/business/ads-guide/update/video/instagram-feed>

Meta for Business: Image ad specs for Instagram Feed -
<https://www.facebook.com/business/ads-guide/update/image/instagram-feed>

Meta for Business: Carousel ad specs for Instagram Feed -
<https://www.facebook.com/business/ads-guide/update/carousel/instagram-feed>

Meta for Business: Video ad specs for Messenger Stories -
<https://www.facebook.com/business/ads-guide/update/video/messenger-story>

Meta for Business: Image ad specs for Messenger Stories -
<https://www.facebook.com/business/ads-guide/update/image/messenger-story>

Meta for Business: Video ad specs for Audience Network Native, Banner and Interstitial -
<https://www.facebook.com/business/ads-guide/update/video/audience-network-native>

Meta for Business: Image ad specs for Audience Network Native, Banner and Interstitial -
<https://www.facebook.com/business/ads-guide/update/image/audience-network-native>

Meta for Business: Video ad specs for Audience Network Rewarded Video -
<https://www.facebook.com/business/ads-guide/update/video/audience-network-rewarded-video>

Meta for Business: Image ad specs for Audience Network Rewarded Video -
<https://www.facebook.com/business/ads-guide/update/image/audience-network-rewarded-video>

Meta Transparency Center: Introduction to the Advertising Standards -
<https://transparency.meta.com/policies/ad-standards/>

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

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

TikTok: TikTok Auction In-Feed Ads -

<https://ads.tiktok.com/help/article/tiktok-auction-in-feed-ads>

TikTok: Dynamic and Recommended CTA -

<https://ads.tiktok.com/help/article/dynamic-recommended-cta-tiktok-ads-manager>

TikTok: TopView ad specifications -

<https://ads.tiktok.com/help/article/tiktok-reservation-topview>

TikTok: About Spark Ads - <https://ads.tiktok.com/help/article/spark-ads>

TikTok: Specifications for Carousel Ads -

<https://ads.tiktok.com/help/article/specifications-for-carousel-ads>

TikTok: About Search Ads Campaign -

<https://ads.tiktok.com/help/article/about-search-ads-campaign>

TikTok: Tips for Search Ads Creative -

<https://ads.tiktok.com/help/article/search-ads-creative>

TikTok: Interactive Add-On: Display Card -

<https://ads.tiktok.com/help/article/tiktok-interactive-add-on-display-card-auction-reach-frequency>

TikTok: About Interactive Add-Ons -

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