

LinkedIn Ads Creative Specifications

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

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

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: Single image ads advertising specifications -

<https://www.linkedin.com/help/lms/answer/a426534>

LinkedIn: Video ads advertising specifications -

<https://www.linkedin.com/help/lms/answer/a424737>

LinkedIn: Carousel image ads advertising specifications -

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