

Meta 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

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

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/>