

Reddit Creative Specifications

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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.

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

Reddit for Business: Image ad specifications -

<https://business.reddithelp.com/s/article/image-ad-specifications>

Reddit for Business: Video ad specifications -

<https://business.reddithelp.com/s/article/video-ad-specifications>

Reddit for Business: Dynamic Product Ads -

<https://business.reddithelp.com/articles/Knowledge/dynamic-product-ads>