

X Creative Specifications

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

X

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

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

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>