FACEBOOKIMAGE A QUICK REFERENCE GUIDE FOR FACEBOOK IMAGES AND ADS presented by **COVER PHOTO** 851x315 **MOBILE SAFE AREA** PROFILE **Company Name** company.com Liked ▼ **Following** Share displays as160x160 About Photos Videos Timeline More **▼ CLICKS TO WEBSITE: LINKS/WEBSITE CONVERSIONS DESIGN SPECS:** Image size: 1,200 x 628 pixels Headline: 25 characters Your image may not include more than Image ratio: 1.9:1 Link description: 30 characters Text: 90 characters 20% text **DISPLAY SPECS: Desktop News Feed Right Column** Mobile News Feed Image: 254 x 133 pixels Image: 470 x 246 pixels On mobile devices with a screen size of 1,136 x 640 pixels: Text: 500 characters Text: 90 characters Image: 560 x 292 pixels Headline: 1-2 lines Headline: 25 characters Text: 110 characters Link description: 2-3 lines Headline: 1-2 lines Link description: 1 line DESKTOP **MOBILE Company Name** Company Name Like Page Sponsored Sponsored Lorem ipsum dolor sit amet, consectetur adipiscing elit. 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CLICKS TO WEBSITE: MULTIPLE PRODUCT **DESIGN SPECS:** Headline: 25 characters Your image may not Image size: 600 x 600 pixels Link description: 30 characters include more than Image ratio: 1:1 Text: 90 characters 20% text **DISPLAY SPECS: Desktop News Feed Right Column** Mobile News Feed On mobile devices with a screen size Image:200 x 200 pixels This placement of 1,136 x 640 pixels: not available for Text: 500 characters Image: 460 x 460 pixels Headline: 1-2 lines multi-product ads. Text: 120 characters Link description: 1 line Headline: 1-2 lines Link description: 1 line DESKTOP **MOBILE Company Name** Company Name Sponsored Sponsored Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in tempus lacus. Mauris in tempus lacus. Aenean ut aliquet ante, a porta ex. **LINK IMAGE** 460x460 Lorem Ipsum Lorem Ipsum Lorem Ips Pellentesque tristique Pellentesque tristique Pellentesqu Price Lorem Ipsum Lorem Ipsum Like • Comment • Share Pellentesque tristique Pellentesque Like Comment Share **PAGE POST ENGAGEMENT: PHOTO DESIGN SPECS:** News Feed image size: 1,200 x 900 pixels Your image may not include more than News Feed image ratio: 4:3 20% text Right column image size: 254 x 133 pixels Right column image ratio: 1.9:1 Text: 90 characters **DISPLAY SPECS: Desktop News Feed** Mobile News Feed **Right Column** On mobile devices with a screen size Image: Up to 470 pixels Image: 254 x 133 pixels of 1,136 x 640 pixels: wide, 470 pixels tall Text: 90 characters Image: Up to 626 pixels Text: 500 characters wide, 840 pixels tall Text: 110 characters DESKTOP **MOBILE Company Name** 14 \ Like Page Company Name Sponsored Sponsored Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in tempus lacus. Mauris in tempus lacus. Aenean ut aliquet ante, a porta ex. **LINK IMAGE LINK IMAGE** up to 470x470 up to 626x840 Like O Comment Share Like · Comment · Share RIGHT COLUMN 254x133 Lorem Ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in tempus lacus. Like Page **DESIGN SPECS:** Recommended Aspect Ratio: 1.33:1 / 4:3 / Text: 90 characters SDTV, 1.375:1 / film, 1.77 / 16.9 / HDTV, Headline: 25 characters 1.85:1 / Film, 2:39:1 or 2:40:1 / Widescreen, Thumbnail Image: 1,200 x 675 pixels no pillar boxing or letter boxing Your thumbnail image may not include Audio: Stereo AAC audio compression, more than 20% text 128kbps + preferred Video: H.264 video compression, high profile File Size: 1 GB max preferred, square pixels, fixed frame rate, Bitrate: No limit to bitrate file if you're using progressive scan two pass encoding, as long as long as your Format: .mp4 container ideally with leading file doesn't exceed 1 GB. Otherwise, 8 megamov atom, no edit lists bits per second for 1080p and 4 megabits per second for 720p. Length: 45 minutes max **DISPLAY SPECS: Desktop News Feed** Mobile News Feed **Right Column** Image: 470 X 264 pixels On mobile devices with a screen size Image: 254 x 143 pixels of 1,136 x 640 pixels: Text: 90 characters Text: 500 characters Image: 560 x 315 pixels Text: 110 characters DESKTOP **MOBILE Company Name Company Name** Like Page Sponsored Sponsored Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in tempus lacus. Mauris in tempus lacus. Aenean ut aliquet ante, a porta ex. 470x264 560x315 Like O Comment Share Like · Comment · Share RIGHT COLUMN VIDEO 254x143 Lorem Ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in tempus lacus. Like Page PAGE POST ENGAGEMENT: TEXT **DESIGN SPECS:** Text: 500 characters Tip: Keep your text short and concise so people can understand your message quickly. 150 characters or less is a good text length to aim for. 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Like · Comment · Share Like O Comment Share **PAGE LIKES DESIGN SPECS:** Image size: 1,200 x 444 pixels Text: 90 characters Your image may not Headline: 25 characters include more than Image ratio: 2.7:1 20% text **DISPLAY SPECS: Right Column Desktop News Feed** Mobile News Feed Image: 470 x 174 pixels On mobile devices with a screen size Page name: 1 line of 1,136 x 640 pixels: Text: 90 characters Image: 254 x 94 pixels Image: 560 x 208 pixels Page category: Up to 1 line of Text: 90 characters Text: 110 characters Headline: 25 characters your Page category may be Page category: Up to 1 line shown of your Page category may be shown DESKTOP **MOBILE** Suggested Page **Company Name** Sponsored **Company Name** Sponsored Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in tempus lacus. Lorem ipsum dolor sit amet, consectet Aenean ut aliquet ante, a porta ex **IMAGE** 470x174 560x208 Page Name Category Page Name 1,000 people like this Category Like Page 1,000 people like this RIGHT COLUMN **LINK IMAGE** 254x133 Page Name Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in tempus lacus. Like Page 1,000 people like this **APP INSTALLS DESIGN SPECS:** Image size: 1,200 x 628 pixels Your image may not include more than 20% text. See how Image ratio: 1.9:1 much text is on your image. Text: 90 characters Your star rating from the App Store or Google Play store will automatically show on your ad. **DISPLAY SPECS: Desktop News Feed** Mobile News Feed **Right Column** On mobile devices with a screen size Image: 470 x 246 pixels Image: 254 x 133 pixels of 1,136 x 640 pixels: App name title: App name title: Image: 560 x 293 pixels 25 characters 25 characters App name title: 1 line, Text: 500 characters Text: 90 characters 32 characters Text: 110 characters DESKTOP MOBILE Suggested App **Company Name Company Name** Sponsored Sponsored Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in tempus lacus. Lorem ipsum dolor sit amet, consectet Aenean ut aliquet ante, a porta ex. 470x246 **App Name Title** Category Install Pellentesque tristique consectetur App Name Title Install Pellentesque tristique consectetur velit **RIGHT COLUMN** Like · Comment · Share **IMAGE** 254x133 App Name title Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in tempus lacus. Install 1,000 people use this **DESIGN SPECS:** Image size: 1,200 x 628 pixels Your image may not include more than 20% text. See how much text is on your image. Image ratio: 16:9 Text: 90 characters Your star rating from the App Store or Google Play store will automatically show on your ad. **DISPLAY SPECS: Desktop News Feed** Mobile News Feed **Right Column** On mobile devices with a screen size Image: 470 x 246 pixels Image: 254 x 133 pixels of 1,136 x 640 pixels: App name title: App name title: Image: 560 x 293 pixels 25 characters 25 characters App name title: 1 line, Text: 90 characters Text: 90 characters 32 characters Text: 110 characters MOBILE DESKTOP Suggested App **Company Name Company Name** Sponsored Sponsored Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in tempus lacus. Lorem ipsum dolor sit amet, consectet Aenean ut aliquet ante, a porta ex. 470x246 **App Name Title** Category **Use Now** Pellentesque tristique consectetur App Name Title Pellentesque tristique consectetur velit **Use Now** RIGHT COLUMN Like • Comment • Share 254x133 App Name title Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in tempus lacus. Use Now 1,000 people use this LOCAL AWARENESS **DESIGN SPECS:** Image size: 1,200 x 628 pixels Headline: 25 characters Your image may not Link description: 30 characters include more than Image ratio: 1.9:1 Text: 90 characters **20% text DISPLAY SPECS: Desktop News Feed Right Column** Mobile News Feed On mobile devices with a screen size This placement is not Image: 470 x 246 pixels of 1,136 x 640 pixels: Text: 500 characters available for local Image: 560 x 292 pixels Headline: 1-2 lines awareness ads. Text: 110 characters Link description: 2-3 lines Headline: 1-2 lines Link description: 1 line DESKTOP **MOBILE Company Name** Company Name Like Page Sponsored Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in tempus lacus. Mauris in tempus lacus. Aenean ut aliquet ante, a porta ex 470x246 Lorem Ipsum Pellentesque tristique consectetur velit, id porttitor diam vehicula ut. Lorem Ipsum Like O Comment Share Pellentesque tristique consectetur velit, id porttitor diam vehicula ut. Viva mus ornare, eros id semper feugiat, purus lorem commodo lacus,. Like • Comment • Share **EVENTS DESIGN SPECS:** Image size: 1,200 x 444 pixels Your image may not include more than 20% text. Image ratio: 2.7:1 The date and time from your Facebook Event will Text: 90 characters automatically show in your ad. Headline: 25 characters **DISPLAY SPECS: Desktop News Feed Right Column** Mobile News Feed On mobile devices with a screen size Image: 470 x 174 pixels Image: 254 x 94 pixels of 1,136 x 640 pixels: Text: 500 characters Text: 90 characters Image: 560 x 208 pixels Headline: 25 characters Headline: 25 characters Text: 120 characters Page name: Up to 1 line Headline: 25 characters DESKTOP **MOBILE** Company Name shared their event Company Name shared their event Sponsored Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in tempus lacus. Mauris in tempus lacus. Aenean ut aliquet ante, a porta ex. 470x174 **Event Name** Location **Event Name** 5 people are going Date Location Like Share Join O Comment 5 people are going Like • Comment • Share RIGHT COLUMN 254x133 Company Name Event Name Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in tempus lacus. Join Event • 5 people are going **OFFERS DESIGN SPECS:** Image size: 1,200 x 628 pixels Offer Title: 25 characters Your image may not Offer Title: 90 characters include more than 20% Image ratio: 1.9:1 text **DISPLAY SPECS: Desktop News Feed Right Column** Mobile News Feed On mobile devices with a screen size of Image: 470 x 246 pixels Image: 254 x 133 pixels 1,136 x 640 pixels: Offer title: 25 characters Offer title: 25 characters Image: 560 x 292 pixels maximum maximum Offer title: 25 characters Text: 90 characters maxi-Text: 90 characters Text: 90 characters maximum maximum mum DESKTOP MOBILE 14 \ Company Name posted an offer Company Name posted an offer Like Page Sponsored Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in tempus lacus. Mauris in tempus lacus. Aenean ut aliquet ante, a porta ex. **OFFER IMAGE OFFER IMAGE** 470x246 560x292 Offer Title

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