

[GETTING STARTED AND CAMPAIGN MANAGEMENT](#)
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 > [CAMPAIGN SETUP](#)
[\(/HELPCENTER/S/TOPIC/0TO5C000001ULRBGAW/CAMPAIGN-SETUP\)](#)

Ad Unit Specifications

The laundry list of ad creative specs for any Takeover or Auction ads you run on Reddit.

Below are the ad creative specifications for every ad unit on Reddit. To learn about the ad packages we offer and what they include, visit [Purchase a Reddit Ad](#) (<https://redditinc.force.com/helpcenter/s/article/How-to-purchase-Reddit-Ads>).

Promoted Posts

These post types are available as a self-serve option right from the dashboard, or as part of a [Premium Takeover](#) (<https://redditinc.force.com/helpcenter/s/article/How-to-purchase-Reddit-Ads>). They can be placed in Feeds or in Conversations, and are available with CPM, CPC, or CPV bids. Learn more about [self-serve ads](#) (<https://redditinc.force.com/helpcenter/s/article/How-to-purchase-Reddit-Ads>).

Text ads

Headline: 300 characters
Body: 40,000 characters
Comments: Enable or disable

Image ads

Headline: 300 characters
Supported formats: JPG, PNG, GIF (GIF files are accepted but will be converted into an image)
File size: 3MB max
Recommended aspect ratios: 1:1 square; 4:5 portrait; 4:3 landscape; 16:9 landscape
Recommended resolutions: 1080x1080 square, 1080x1350 portrait, 1440x1080 landscape, 1920x1080 landscape
Thumbnail: Displays at 400x300 pixels
Thumbnail file size: 500KB max
Destination URL: Required
Display URL: Optional
Comments: Enable or disable
Call-to-action: Choose from available CTAs (optional)

Video ads

Headline: 300 characters
Supported formats: MP4, MOV (ProRes not accepted)
File size: 1GB max
Recommended aspect ratios: 1:1 square; 4:5 vertical; 4:3 classic; 16:9 full landscape
Recommended length: 0:05–0:30s
Maximum length: 15:00 minutes
Frame rate: Up to 30FPS
Autoplay: native video (direct upload) will autoplay, third-party videos will be click-to-play
Thumbnail: Displays at 400x300 pixels, select from video or upload your own

- We recommend uploading a thumbnail that has the same aspect ratio and resolution as your video for optimal user experience.
- When adding your own thumbnail, you can choose to upload a high-resolution image. This is recommended to avoid pixelation when the thumbnail is expanded in card view.

Thumbnail file size: 500KB max
Destination URL: Optional
Display URL: Optional
Comments: Enable or disable
Call-to-action: Choose from available CTAs (optional)



Carousel ads

Headline: 300 characters

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*In order to avoid truncation across placements & devices, we recommend limiting the headline to: 90-100 characters across feed and conversation placements

Caption: 50 characters, appears under card image

Images: 2–6 images, 1200x1200 pixels, for desktop-only campaigns we also support 1200x628 pixels

Supported formats: JPG, PNG, GIF

Aspect ratio: 1:1 or 16:9

*It is recommended to use uniform aspect ratios for all images when targeting feed placements for best performance

File size: 20MB max each, (3MB for GIFs, 3–10s in length)

Thumbnail: Displays at 400x300 pixels, recommended for classic mode viewing

Thumbnail file size: 500KB max

Destination URL: Required for each card. The URL can be the same across cards or different. Note: URLs must start with HTTPS and can't end in a semicolon.

*For carousel ads in conversation placement the first card destination URL will also be the CTA button and headline URL

Display URL: Optional

Comments: Enable or disable

Call-to-action: Choose from available CTAs (optional)

Conversation placement

Conversation placement specs are the same as promoted post specs, with a few limitations:

Headline: Headlines will be truncated to 100 characters on mobile/mobile web and 250 characters on desktop.

Thumbnail: We strongly recommend a 400x300 thumbnail which renders best in conversation placement. If a 400x300 thumbnail isn't provided, we'll use the standard 1200x628 image, but resizing may impact image quality.

*For carousel ads you can choose to run multiple aspect ratios. The height of all cards will be the same but there can be varying widths for each image.

Not supported: Text-only ads. A placeholder image will be added if no image/video post is uploaded to conversation.

Premium Takeover units

Premium Takeovers are reserved for managed advertisers on a CPM model. If you're interested in a Takeover, [reach out](https://www.redditinc.com/advertising/best-practices#managed-services) (<https://www.redditinc.com/advertising/best-practices#managed-services>) to our managed services team.

Most of our Takeovers utilize Promoted Post specs above (image and video). For more information, refer to our [Premium Takeovers](https://redditinc.force.com/helpcenter/s/article/How-to-purchase-Reddit-Ads) (<https://redditinc.force.com/helpcenter/s/article/How-to-purchase-Reddit-Ads>) section.

Banners

Supported formats: JPG, PNG

File size: 150KB max

Top banner resolution: Above the fold, 300x600 pixels or 300x250 pixels

Sticky banner resolution: Below the fold, 300x250 pixels

Trending tile on Popular & Search pages

Headline: 15 characters

Sub-headline: 50 characters (desktop only)

Mobile card image: 219x96 pixels

Desktop card image: 237x178 pixels

Supported formats: JPG or PNG

Thumbnail: Displays at 105x105 pixels in the Steady State search unit

Thumbnail file size: 1MB max

Promoted Post on Trending page

Headline: 300 characters

Supported formats: JPG, PNG, MP4, MOV

Image resolution: 1200x628 pixels

Image file size: 3MB max

Video frame rate: 30FPS

Video displays at: 1.9:1 aspect ratio

Thumbnail: Displays at 400x300 pixels

Thumbnail file size: 500KB max

Destination URL: Optional

Call-to-action: Choose from available CTAs (optional)

Vertical video placement

Headline: 150 characters

Supported formats: MP4, MOV (ProRes not accepted)

File size: 1GB max

Recommended aspect ratios: 9:16 vertical; 4:5 vertical; 1:1 square

Accepted aspect ratios: 4:3 classic; 16:9 full landscape

Recommended length: 0:05–0:30s

Frame rate: Up to 30FPS



Autoplay: native video (direct upload)
Thumbnail: recommended
Thumbnail file size: 500KB max
Destination URL: Optional
Comments: On or Off
Call-to-action: Choose from available CTAs (optional)

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Video spotlight unit

Headline: 150 characters
Supported formats: MP4, MOV (ProRes not accepted)
File size: 1GB max
Recommended aspect ratios: 9:16 vertical only
Recommended length: 0:05–0:30s
Frame rate: Up to 30FPS
Autoplay: native video (direct upload)
Destination URL: Optional
Comments: Off (default)
Call-to-action: Choose from available CTAs (optional)

Available call-to-actions

- Download
- Install
- Shop Now
- View More
- Sign Up
- Learn More
- Contact Us
- Get Showtimes
- Get Quote
- See Menu
- Apply Now
- Watch Now
- Play Now
- Pre-order Now
- Order Now

Terms and conditions

- Reddit Inc. has final approval for all ads with respect to editorial/creative content.
- Reddit Inc. reserves the right to remove an advertisement from its websites at any time for any reason.
- Reddit Inc. reserves the right to terminate a campaign at any indication that it is not being properly served.
- Changes to an existing campaign must be received at least one business day prior to the change.
- Reddit Inc. reserves the right to refuse any advertising without explanation and to modify and/or append these guidelines without advance notice.
- Full policies & guidelines (<https://redditinc.force.com/helpcenter/s/article/REDDIT-ADVERTISING-PLATFORM-TERMS>)

Optimize Your Campaign
(</helpcenter/s/topic/0TO5c0000...>)

Campaign Setup
(</helpcenter/s/topic/0TO5c0000...>)

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