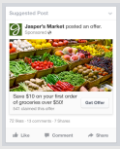
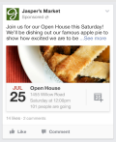
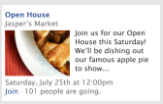
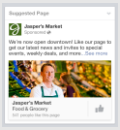
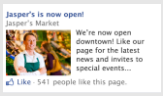
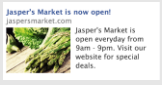
facebook

Facebook Creative Specs as of October 14th, 2013

Ad Name	Minimum & Recommended† creative specs for optimization across all placements	Placement		
		Desktop News Feed	Mobile News Feed	Desktop Right Column
Page post photo ad	Text: 90 characters Image ratio: 1:1 Recommended image size: 1200x1200px No mimimum image size			
Page post text ad	Text: 90 characters			
Page post video ad	Text: 90 characters Image ratio: 16:9 Recommended thumbnail size: 1200x675 px No mimimum image size			
Page post link ad	Text: 90 characters Link title: 25 characters Image ratio: 1.91:1 Recommended image size: 1200x627 px Minimum image size: 560x292 px			
Offer ad	Text: 90 characters Image ratio: 1.91:1 Recommended image size: 1200x627 px Minimum required image size*: 400x209 px			
Event ad	Text: 90 characters Event title: 25 characters Image ratio: 8:3 Recommended image size: 1200x450 px Minimum image size: 560x210 px			
Page like ad	Text: 90 characters Image ratio: 8:3 Recommended image size: 1200x450 px Minimum image size: 560x210 px			
Mobile app ad	Text: 90 characters Image ratio: 1.91:1 Recommended image size: 1200x627 px Minimum required image size*: 1200x627 px			
App ad	Title (App Name): 25 characters Text: 90 characters Image ratio: 1.39:1 Recommended image size: 1200x864 px Minimum required image size*: 100x72 px			
Domain ad	Title: 25 characters Text: 90 characters Image ratio: 1.39:1 Recommended image size: 1200x864 px Minimum required image size*: 100x72 px			

†The recommended image sizes are larger than the minimum image size that renders in the ad to ensure the highest resolution across placements.
*If the uploaded image is smaller than the above required minimum image size, it will not be possible to run this ad. For all other minimum image sizes, the ad will run but will render in the older/smaller format of this unit (roughly a 100x100px image depending on unit)

Full Ads Product Overview: https://www.facebook.com/help/458369380926902