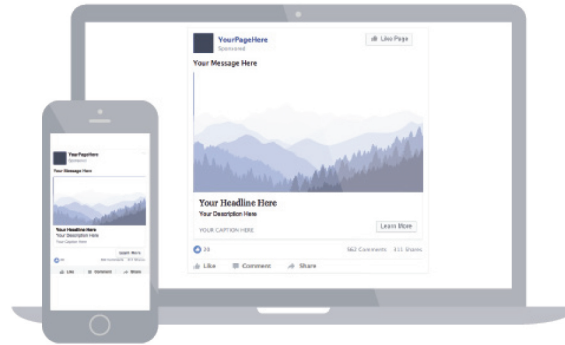


SOCIAL: FACEBOOK

We recommend these guidelines to design an ad that is both aesthetically pleasing and functions properly everywhere it appears on Facebook.

LINKS



DESIGN RECOMMENDATIONS

Image Size: 1200 x 628 pixels

Image Ratio: 1.9:1

Text: 90 characters

Headline: 25 characters

Link description: 30 characters

BEST PRACTICES

- **Use product imagery to target returning or high-intent customers, and lifestyle imagery to target new customers.**
- **Include CTA** (i.e. “Learn More”, “Save Now”, “See More”, “Get Coupon”)
- **Your image should include minimal text (<20%).** Test at https://www.facebook.com/ads/tools/text_overlay