



# Guide to Facebook Ad Specs



## Image Ads

1200 x 628 px  
9:16 to 16:9  
JPG & PNG

## Collection Ads

1:1  
1080 x 1080 px  
JPG/PNG/MP4/MOV

## Carousel Ads

1:1  
1080 x 1080 px  
JPG/PNG/  
MP4/MOV

## Lead Form Ads

1:1  
1080 x 1080 px  
JPG & PNG



## Square Video Ads

1:1  
1080 x 1080 px  
MP4 & MOV



## Story Ads

9:16  
1080 x 1920 px  
JPG/PNG/MP4/MOV



## Horizontal Video Ads

Min, 600 x 315 px  
1.91:1  
MP4 & MOV



# Facebook Guide

**Rough Guides**



## Facebook Guide:

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