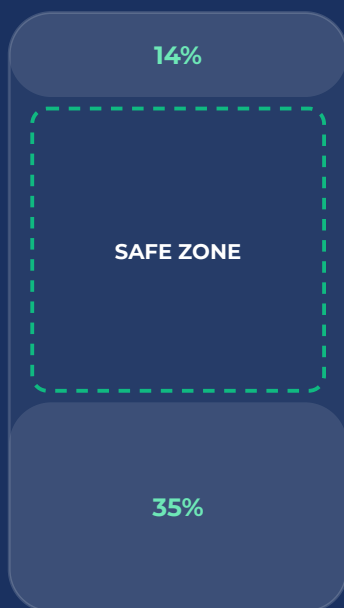


CHEAT SHEET

Ad Specs Cheat Sheet

Every text limit, image and video size, safe zone and rejection rule for 10 ad platforms, on one printable sheet.



SPONSORED RESULTS

Headline	30/30
Headline	27/30
Description	88/90
Path	15/15
Sitelink	25/25
Callout	19/25

22-page PDF

10 platforms

Safe-zone diagrams

Rejection checklist

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01

Meta: Facebook and Instagram

Meta publishes two kinds of number. Hard caps (from its Marketing API) tell you what a field accepts. "Text recommendations" tell you where text gets cut off. Write to the recommendation.

Text limits

Field	Limit	Shows before it's cut	Note
Primary text	1,024	125 (Facebook Feed: 50–150)	Meta advises 1–3 lines. Up to 5 options per ad
Headline	255	40 (Facebook Feed: 27)	Up to 5 options
Description	255	25	May not appear; keep it non-essential. Not used on Instagram
Hashtags	30 per caption	—	Instagram
Call to action	Preset list	—	Instagram uses Learn more if none is set

The 1,024 / 255 / 255 caps come from the Marketing API for flexible and dynamic text options. Meta does not publish a separate Ads Manager cap. On mobile Facebook Feed, video ads for the Awareness objective (and the reach, 2-second view, impression and post engagement goals) show no headline, description or CTA.

Recommended length by placement

Placement	Primary text	Headline	Description
Facebook Feed	50–150	27	25
Instagram Feed	125	40	Not used
Facebook Stories	125	40	—
Instagram Stories	125	Not listed	—
Facebook Reels	40	55	—
Instagram Reels	44	Not listed	—
Carousel, Facebook Feed	80	20 per card	18 per card
Marketplace	125	40	30
Right column (desktop only)	Not listed	40	—

Images and video

Placement	Ratio	Recommended px	Minimum	Max file · length
Facebook Feed image	4:5	1440×1800	600 px wide	30 MB
Facebook Feed video	4:5	1440×1800	120×120	4 GB · 1 s–241 min
Instagram Feed image	4:5	1440×1800	500 px wide	30 MB
Instagram Feed video	9:16	1080×1920	250 px wide	4 GB · 1 s–60 min
Stories image	9:16	1440×2560	500 px wide	30 MB
Stories video	9:16	1440×2560	250 px wide	4 GB · Facebook 120 s · Instagram 60 min
Reels video	9:16	1440×2560	Instagram: 250 px wide under 30 s, 500 px from 30 s	4 GB · Facebook no max · Instagram 15 min
Carousel card	1:1	—	1080×1080	2–10 cards · 30 MB image · 4 GB video

Placement	Ratio	Recommended px	Minimum	Max file · length
Marketplace	1:1	1200×1200	—	30 MB · video 241 min
Right column	1.91:1 or 1:1	—	254×133	Desktop only

- **Accepted ratios:** Facebook Feed takes 1.91:1, 16:9, 1:1 and 4:5 (3% tolerance); 9:16 is not accepted there. Instagram Feed images run from 1.91:1 to 4:5 (1% tolerance).
- **Files:** images JPG or PNG; video MP4, MOV or GIF (Instagram Reels: MP4 or MOV). Video: H.264, square pixels, fixed frame rate, progressive scan, stereo AAC at 128 kbps or more.
- **Desktop Facebook Feed** shows video at 1:1, so 4:5 video may get black side bars.
- **Carousel:** keep every card the same ratio. On Instagram, video cards must be 1:1 and run 1 s–2 min (Facebook Feed: up to 240 min).
- **Stories splitting:** Facebook plays videos up to 15 s in full and splits longer ones into cards; Instagram splits from 16 s.

Safe zones for Stories and Reels



Meta Stories, Reels

Keep text, logos and offers out of the top 14%, the bottom 35% and 6% on each side. The profile, Ad label and close button sit at the top; the caption and CTA cover the bottom.

Reels that carry a disclaimer need the bottom 40% clear.

9:16 video in Instagram Feed now follows the same safe zone. For 1:1 and 4:5 ads on Instagram, keep the bottom and side edges free of key elements.

The Safe Zone guardrail toggle in Ads Manager shows the bands as a yellow overlay.

Instant forms (lead ads)

Field	Limit	Note
Intro headline	60	Rich creative form: 45
Intro bullet (list layout)	80 each	
Rich creative overview	81	Benefits: 57 each, 1–3 of them
Questions	15 in total	At least 1. Prefill, multiple choice, short answer, conditional, store locator, appointment
Completion headline	60	
Completion button text	60	"View file" accepts PDF, JPEG or PNG up to 10 MB, 1080 px wide

WHERE META'S PAGES DISAGREE

- **Facebook Feed headline:** 27 in the Ads Guide, 40 in the general help article. We use 27.
- **Instagram Feed single image:** 4:5 in the Ads Guide, 1:1 in one help article. We use 4:5.
- **Facebook Stories video length:** 3 minutes in the Ads Guide, 120 seconds in a help article. We use 120 seconds.
- **Facebook Stories video, bottom safe zone:** one guide page says 20% (340 px); every other page says 35%. We use 35%.
- **Instagram carousel cards:** the Ads Guide allows 10; the API documentation says only the first 5 show. Put your 5 strongest cards first.
- **Marketplace image:** at least 1080×1080 on one page, 1200×1200 on another. We use 1200×1200.
- **Instant form privacy policy:** required to run a lead ad on one page, called optional on another. Treat it as required.



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