facebook for business

Ads and Sponsored Stories Guide Effective September 10, 2013

Updates to the guide as of September 10, 2013

• Recommended creative for each ad unit

- Highlighted the recommended image size and text length for each ad unit that will work best across placements (top right corner of each slide)
- The detailed specs for each placement are included under each screenshot
- More precise truncation rules
 - For each placement, the number of characters that will safely show before truncation are listed
- Premium ads consolidated in one section.
 - We consolidated all details for premium ad placements and formats in a separate section at the end of the guide

Products: Ads and sponsored stories

Ads Voice of business



Sponsored stories Voice of friends



Ads are paid messages from businesses, written in their voice. They can include social information about friends.

Ads overview

- Page post text ad 1.
- Page post photo ad 2.
- Page post video ad 3.
- Page post link ad 4.
- Offer ad 5.

- Eventad 6.
 - Page like ad 7.
 - Mobile app install ad 8.
 - App ad 9.
 - 10. Domain ad

Sponsored stories are messages from friends about ways they've engaged with a business. Businesses can pay to promote these stories so there's a better chance people see them.

Sponsored stories overview

- 1. Page like sponsored story
- 2. Page post like sponsored story
- 3. Page post comment sponsored story
- 4. Page post share sponsored story

- 5. Event sponsored story
- 8. Check-in sponsored story
- 9. Game played sponsored story
- 10. App shared sponsored story
- 11. Open graph sponsored story
- 12. Domain sponsored story

Placements

- Mobile News Feed
- Desktop News Feed
- Right column

Placements



Sponsored
**

Summary of products by individual placement

	Mobile News Feed	Desktop News Feed	Right column of Facebook
Page post ads	Х	Х	Х
Page like ads	Х	Х	Х
Mobile app install ads	Х		
App ads			Х
Domain ads			Х
Sponsored stories	Х	Х	Х

Summary of how to buy

Bundles of placements you can buy	Placements included	Why this option?	
All Facebook	 Mobile News Feed Desktop News Feed Right column of Facebook 	Your ad will show where it will get the most clicks and actions for your budget.	
News Feed	Mobile News FeedDesktop News Feed	The most engaging placement on Facebook.	
Mobile News Feed	Mobile News Feed	The most engaging placement on customers' most personal device.	
Desktop News Feed	Desktop News Feed	The most engaging placement on customers' biggest screen	
Right column of Facebook	Right column of Facebook	Deliver your message with additional frequency throughout Facebook to get more clicks and actions.	

* Changes to the Ads Create tool to enable selection of specific placements will begin rolling out in the weeks following the September 10 launch of the new ad formats. The ability to select right column only will begin rolling out in Power Editor and API on September 10 but won't launch to all advertisers until a few weeks later.

1. Ads Create tool – self-serve ad creation form, which can be accessed at http://www.facebook.com/ads/create

2. Power Editor – self-serve tool for advanced advertisers. It can be downloaded by anyone at https://www.facebook.com/ads/manage/powereditor

3. API – access via Facebook's Application Programming Interface directly, or via tools built by our Preferred Marketing Developers (PMDs) using Facebook Ads API

4. Promoted button on the Page – way to buy a Page post ad directly from the Page composer or next to the post itself, by clicking on the "Promote" button.

How to buy it? 1,2,3,4

Ads Create tool, Power Editor, API, DSP

Ads Create tool*, Power Editor, API, Promote button on the Page

Ads Create tool*, Power Editor, API

Ads Create tool*, Power Editor, API

Ads Create tool*, Power Editor*, API*

powereditor Ds) using Facebook Ads API ie "Promote" button.



Ads: Voice of business Creative details

Page post text ad

Desktop News Feed

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Jasper's Market

Jasper's Market would like to send a heartfelt thank you to everyone who has been a part of this crazy process of opening a new market. From the neighboring businesses to the families that stop by every day, from our farmers to our local suppliers, you have all made Jasper's what it is today - your welcoming neighborhood market full of great food and great people.

Like · Comment · Share · 🖆 11 📮 3 📑 1 · 🛞 · Sponsored

Mobile News Feed

Suggested Post



Jasper's Market Sponsored ()

Jasper's Market would like to send a heartfelt thank you to everyone who has been a part of this crazy process of opening a new market. From the neighboring businesses to the families that stop by every day, from our farmers to our local supplies, you have all made Jasper's what it is today - your welcoming neighborhood market full of great food and great people.

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Text: 500 characters, remainder truncated

Text: 500 characters, remainder truncated

Right column

lasper's Market

Jasper's Market would like to send a heartfelt thank you to everyone who has been a part of...



Text: 90 characters, remainder truncated

Best use cases

- Getting people to engage with your Page or post

Recommended creative: • Text: 90 characters

Page post photo ad

Desktop News Feed

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Jasper's Market

Jasper's Market is now open downtown! We feature a large selection of organic produce to help you meet all of your family's cooking needs.



Like · Comment · Share · 🖒 50 📮 10 🕞 2 · 🛞 · Sponsored

Text: 500 characters, remainder truncated Image aspect ratio: Up to 1:1 at tallest (depending on specs of uploaded image) Image specs in ad: Up to 400x400 px (will scale to fit longest edge at 400px) Image specs if multi-photo story:

- 2 or 4 photos: 196x196 px each photo
- 3 or 5-9 photos: 129x129 px each photo
- Album created stories: 3 photos at 129x129 px; one photo at 398x264 px

Mobile News Feed



Jasper's Market is now open downtown! We feature a large selection of organic produce

to help you meet all of your ... See more



50 likes · 10 comments · 2 shares

Text: 110 characters, remainder truncated (cut off at ~3 lines if unusual spacing) Image aspect ratio: Up to 1:1 at tallest (depending on specs of uploaded image) Image specs in ad: Up to 618x618 px (will scale to fit longest edge at 618 px) Image aspect ratio if multi-photo: 1:1 (we crop to make it 1:1 regardless of size)

Right column



Jasper's Market is now open downtown! We feature a large selection of organic produce to...



Text: 90 characters, remainder truncated Image aspect ratio: Up to 1:1 at tallest (depending on specs of uploaded image)

Image specs in ad: Up to 120x120 px (will scale to fit longest edge at 120px)

Best use cases

- Generating brand awareness for current and prospective customers
- Getting people to engage with your Page or post

Recommended creative: Text: 90 characters Image ratio: 4:3 Image size: 1200x900 px

it and prospective customers ge or post

Page post video ad

Desktop News Feed

Mobile News Feed

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Jasper's Market

Looking for new recipe ideas? Watch our new video on how to make the best use of our fresh produce, meats, and other essential ingredients!



Like · Comment · Share · 🖒 72 📮 13 🕞 7 · 🛞 · Sponsored



Looking for new recipe ideas? Watch our new video on how to make the best use of our fresh produce, meats, and o... See more



Text: 500 characters, remainder truncated Thumbnail aspect ratio: Up to 1:1 at tallest (depending on specs of uploaded image)

Image specs in ad: Up to 400x400 px (will scale to fit longest edge at 400px) Max video size, length: 1 GB, 20 min Text: 110 characters, remainder truncated (cut off at ~2.5 lines if unusual spacing) Thumbnail image aspect ratio: Up to 1:1 at tallest (depending on specs of uploaded image)

Image specs in ad: Up to 560x560 px (will scale to fit longest edge at 560px) Max video size, length: 1 GB, 20 min

Right column

Jasper's Market

Looking for new recipe ideas? Watch our new video on how to make the best use of our fresh...



🗗 72 🖵 13 🕞 7

Text: 90 characters, remainder truncated Thumbnail Image aspect ratio: Up to 1:1 at tallest (depending on specs of uploaded image)

Image specs in ad: Up to 128x128 px (will scale to fit longest edge at 128px) Max video size, length: 1 GB, 20 min

Best use cases

- Generating brand awareness and post
- Getting efficient video plays

Recommended creative:
Text: 90 characters
Image ratio: 16:9
Image size: 1200x675 px

engagement with video views

Page post link ad

Desktop News Feed



Jasper's Market

It's fig season! Not sure what to do with figs? Here's a delicious dessert recipe. Stop by Jasper's to get all of your ingredients.



Fig Tart with Almonds and Sugar jaspersmarket.com The simplicity of this tart perfectly accents ripe figs. If you don't have enough time to make a handmade crust, pick up one of Jasper's pre-made pie crusts.

Like · Comment · Share · 🖒 72 📮 13 📑 7 · 🛞 · Sponsored

Text: 500 characters, remainder truncated Link title, domain and description:

- Title: 1-2 lines (depending on length)
- Domain link: 1 line
- Description: 2-3 lines (depending on title length)

Image aspect ratio: 1.91:1

Image specs in ad: 400x209 px

If the uploaded image is smaller than 400x209 px, then it will render as 154x154 or 90x90 px (the largest available size)

Links to external video (e.g., YouTube) Image is limited to 90x90 px design

Mobile News Feed



Jasper's Market Sponsored 🚱

It's fig season! Not sure what to do with figs? Here's a great delicious recipe. Stop by Jasper's to get all of your ingredients.



Fig Tart with Almonds and Sugar The simplicity of this tart perfectly... jaspersmarket.com 72 likes · 13 comments · 7 shares

Text: 110 characters, remainder truncated (cut off at ~2.5 lines if unusual spacing) Link title, domain and description:

- Title: 1-2 lines (depending on length)
- Domain link: 1 line
- Description: Up to 1 line (depending on title length)

Image aspect ratio: 1.91:1

Image specs in ad: 560x292 px

If the uploaded image is smaller than 560x292 px, then it will render as 100x100 px

Links to external video (e.g., YouTube): Image is limited to 100x100 px design

Right column

Fig Tart with Almonds and Sugar jaspersmarket.com



It's fig season! Not sure what to do with figs? Here's a great dessert recipe. Stop by...

Text: 90 characters, remainder truncated Link title: 25 characters Domain link: 1 line Image aspect ratio: 1.39:1 Image specs in ad: 100x72 px

Best use cases

Getting website conversions including

Recommended creative:
Text: 90 characters
Link title: 25 characters
Image ratio: 1.91:1
Image size : 1200x627 px

online sales and lead generation

Offer ad

Desktop News Feed

Mobile News Feed

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Jasper's Market

Save big on your first order of our locally

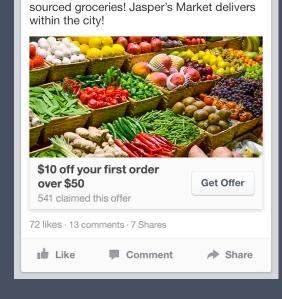
Sponsored 🚱



Ð	Jaspe Save b Jasper

asper's Market ave big on your first order of our locally sourced groceries! usper's Market delivers within the city!





\$10 off your first order over \$50! Jasper's Market



Save big on your first order of our locally sourced groceries! Jasper's Market delivers wi...

Get Offer \cdot 541 people claimed this offer

Text: 500 characters, remainder truncated Offer details:

- Title: 1-2 lines (depending on length)
- Expiration date: Up to 1 line (depending on title length)

Image aspect ratio: 1.91:1 Image specs in ad: 400x209px Text: 110 characters, remainder truncated (cut off at ~2.5 lines if unusual spacing) Offer details:

- Title: 1-2 lines (depending on length)
- Expiration date: Up to 1 line (depending on title length)

Image aspect ratio: 1.91:1

Image specs in ad: 560x292 px

If the uploaded image is too small, then it will render as 100x100 px

Text: 90 characters, remainder truncated Offer title: 25 characters Page name: 1 line Image aspect ratio: 1.39:1 Image specs in ad: 100x72 px

Best use cases

Getting current and prospective custor

Recommended creative:
Text: 90 characters
Offer title: 25 characters
Image ratio: 1.91:1
Image size : 1200x627 px

ners to make in-store purchases

Event ad

Desktop News Feed

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Jasper's Market

Join us for our Open House this Saturday! We'll be dishing out our famous apple pie to show how excited we are to be a part of the neighborhood.



Mobile News Feed



Join us for our Open House this Saturday! We'll be dishing out our famous apple pie to show how excited we are to be ... See more



Right column

Open House Jasper's Market



Join us for our Open House this Saturday! We'll be dishing out our famous apple pie to show...

Saturday, July 25th at 12:00pm Join \cdot 101 people are going.

Text: 500 characters, remainder truncated Event details (pulled from event):

- Title: 1-2 lines (depending on length)
- Address: Up to 1 line (depending on title length)
- Date and time: 1 line

Image aspect ratio: 8:3

Image specs in ad: 400x150 px

If the uploaded image is smaller than 400x150 px or no image is uploaded, then the ad will render without an image

Text: 110 characters, remainder truncated (cut off at ~2.5 lines if unusual spacing) Event details (pulled from event):

- Title: 1-2 lines (depending on length)
- Address: 1-2 lines (depending on title length and social context)
- Date and time: 1 line Image aspect ratio: 8:3

Image specs in ad: 560x210 px

If the uploaded image is smaller than 400px wide or no image is uploaded, then the ad will render with a map showing location of event

Text: 90 characters, remainder truncated Event details (pulled from event):

- Title: 25 characters
- Page name: 1 line, if applicable
- Date and time: 1 line, under image

Image aspect ratio: 1.39:1 Image specs in ad: 100x72 px

Best use cases

• Getting people to join and attend your event

Recommended creative: • Text: 90 characters • Event title: 25 characters • Image ratio: 8:3 • Image size : 1200x450 px



Page like ad

Desktop News Feed



Jasper's Market

We're now open downtown! Like our page for the latest news and invites to special events, weekly deals, and more.

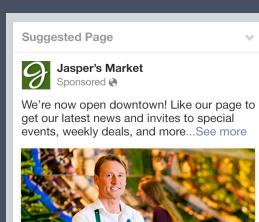


Jasper's Market Food & Grocery 541 people like this page

Like Page

Sponsored

Mobile News Feed



Jasper's Market Food & Grocery 541 people like this page

Right column

Jasper's is now open! Jasper's Market



We're now open downtown! Like our page for the latest news and invites to special events...

🖞 Like · 541 people like this page.

Text: 500 characters, remainder truncated Page details (pulled from Page):

• Page category: Up to 1 line (depending on length of Page name)

Image aspect ratio: 8:3

Image specs in ad: 400x150 px

If the image is smaller than 400x150 px, then the ad will render with a smaller 100x72px image Text: 110 characters, remainder truncated (cut off at ~2.5 lines if unusual spacing) Page details (pulled from Page):

• Page category: Up to 1 line (depending on length of Page name)

Image aspect ratio: 8:3

Image specs in ad: 560x210 px

If the image is smaller than 560x210 px, then the ad will render with a smaller 200x144px image Text: 90 characters, remainder truncated Custom title: 25 characters, if applicable Page name: 1 line Image aspect ratio: 1.39:1 Image specs in ad: 100x72 px

Best use cases

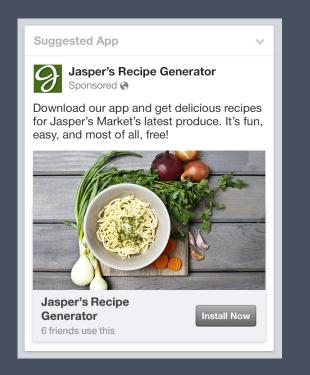
Getting people to like your Page

Recommended creative: Text: 90 characters Image ratio: 8:3

• Image size: 1200x450 px

Mobile app install ad

Mobile News Feed



Title: App name

Text: 130 characters, remainder truncated App details:

- Star ratings: Appear if you have at least 250 ratings in the App Center
- Social context: Will appear if your friends play/use the game/app and if you have Facebook login enabled

Image aspect ratio: 5:3

Image specs in ad: 600x360 px

If no image is uploaded or image is too small, an image is pulled directly from the app center (600x113 px)

Best use cases

• Getting app installs

Recommended creative:
Text: 130 characters
Image ratio: 5:3

• Image size: 1200x720 px

App ad

Right column

Jasper's Recipe Generator



Download our app and get delicious recipes for Jasper's Market's latest produce. It's fun...

Use Now · 541 people use this

Title: App name (25 characters) Text: 90 characters, remainder truncated Image aspect ratio: 1.39:1 Image specs in ad: 100x72 px

Best use cases

Getting app installs and engagement

Recommended creative:
Text: 90 characters
Image ratio: 1.39:1
Image size: 1200x864 px

Domain ad

Right column

Jasper's Market is now open! jaspersmarket.com



Jasper's Market is open everyday from 9am - 9pm. Visit our website for special deals.

Title: 25 characters Text: 90 characters, remainder truncated Domain link : 1 line Image aspect ratio: 1.39:1 Image specs in ad: 100x72 px

Best use cases

Getting website conversions including

Recommended creative:
Text: 90 characters
Image ratio: 1.39:1
Image size: 1200x864 px

online sales and leads



Sponsored stories: Voice of friends Creative details

Page like sponsored story

Desktop News Feed

Text: Friend name, Page name, Page category

Image: Thumbnail of Page profile picture, cover photo pulled from the Page and cropped to the center

If available: Facepile of other friends who have previously liked the Page Page like stories published in the last 14

days appear like this when sponsored:

Text: Page name, Friend name, Page description

Description: Up to 2 lines of text from the Page, if available

Image: Cover photo pulled from the Page and cropped to the center

Page like stories older than 14 days will appear like this when sponsored:

Mobile News Feed

Text: Friend's name, Page name, Page category

Image: 560x204 px cover photo pulled from the Page

Page like stories published in the last 14 days appear like this when sponsored:







Jasper's Market Food & Grocery



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Jasper's Market Food & Grocery

Best use cases

• Getting people to like your Page





Text: Page name, Description, Page

- category pulled from the Page
- Description: Up to 110 characters if
- available, remainder truncated
- Image: Cover photo pulled from the Page (same 8:3 aspect ratio)
- Page like stories older than 14 days will appear like this when sponsored:

Jessica Watson likes Jasper's Market.

Jasper's Market

Sponsored 🚱

We're now open downtown! Like our page to get our latest news and invites to special events, weekly deals, and more...See more



541 people like this page

Page like sponsored story (continued)

Right column

Text: Friend's name and Page name Image: Friend's profile picture and Page's profile picture



Maxine Schlein likes Jasper's Market.



Jasper's Market ⊯3 Like

Best use cases

• Getting people to like your Page



Page post like sponsored story

Desktop News Feed

- Text of the post is wrapped as a 'substory' of a story about the friend's like
- All of the various dimensions of the original post are slightly shrunk
 For photo posts: there's a similar grid with different sizes depending on how

many photos there are. Large size: 358 px 237px Middle: 176 x 176 px Small: 117 x 117 px





Mobile News Feed

- Friend's name, details of the post
- Specs dependent on type of post (see Page post ad slides for the specs)



Right column

Text: 90 characters

- Friend's name, details of the post
- Specs dependent on type of post (see Page post ad slides for the specs)



Best use cases

- Generating brand awareness for current and prospective customers
- Getting people to engage with your Page or post

it and prospective customers ge or post

Page post comment sponsored story

Desktop News Feed

Text: wrapped as a 'sub-story' of a story about the friend's comment

All of the various dimensions of the original post are slightly shrink

For photo posts: there's a similar grid with different sizes depending on how many photos there are.

Large size: 358 px 237px Middle: 176 x 176 px

Small: 117 x 117 px



Mobile News Feed

- Friend's name, details of the post
- Specs dependent on type of post (see Page post ad slides for the specs)

😑 🗶 🗖 📢 Sort		
Status Photo & Check In		
Jessica Raines commented on a photo.		
Jasper's Market Aug 8 · Sponsored · 🛞		

Rainier cherries are on sale for only \$0.99/lb. Come by Jasper's today to get your crispy, sweet, healthy pick-me-up.



Right column

Text: 90 characters

- Friend's name, details of the post
- Specs dependent on type of post (see Page post ad slides for the specs)



Maxine Schlein commented on Jasper's Market's photo.

I can't wait to try these! I'm coming in to buy some!



📫 5 · 📮 5 · Unlike

Best use cases

- Generating brand awareness for current and prospective customers
- Getting people to engage with your Page or post

Page post share sponsored story

Desktop News Feed

Text: wrapped as a 'sub-story' of a story about what the friend says about the post

All of the various dimensions of the original post are slightly shrink



Maxine Schlein shared Jasper's Market's photo. This looks like a great recipe!



 Feel like guacamole? We just got some fresh avocados in!

 Share - 58 minutes ago - @ - Sponsored

Mobile News Feed

Text: Friend's name, what the friend says about the post

Specs dependent on type of post (see Page post ad slides for the specs)



Right column

Text: 90 characters

Friend's name, what the friend says about the post

Specs dependent on type of post (see Page post ad slides for the specs)



Maxine Schlein shared Jasper's Market's photo.

This looks like a great recipe!



🖒 📮 · Share

Best use cases

- Generating brand awareness for current and prospective customers
- Getting people to engage with your Page or post

it and prospective customers ge or post

Event sponsored story

Desktop News Feed

Event details (pulled from event):

- Title: 1-2 lines (depending on length)
- Address: Up to 1 line (depending on title length)
- Date and time: 1 line

Image aspect ratio: 8:3

Image specs in ad: 400x150 px

If the uploaded image is smaller than 400x150 px or no image is uploaded, then the ad will render without an image

Mobile News Feed

Event details (pulled from event):

- Title: 1-2 lines (depending on length)
- Address: 1-2 lines (depending on title length and social context)
- Date and time: 1 line

Image aspect ratio: 8:3

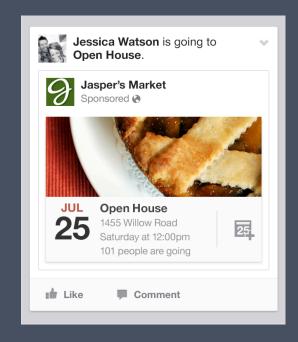
Image specs in ad: 560x210 px

If the uploaded image is smaller than 400px wide or no image is uploaded, then the ad will render with a map showing location of event

Right column

Text: Name of the friend going to the event, Page name, event title, date, time, location (pulled from event) Image: Friend's profile photo







Maxine Schlein is going to Farmers' Market - Saturday, September 22 at 11:00am at Jasper's Market.

Best use cases

• Getting people to join and attend your event

Check-in sponsored story

Desktop News Feed

Text: 500 characters, remainder truncated Thumbnail of Page's profile photo, Like button, friend's check-in, location added at end

Mobile News Feed

Text: Up to 6.5 lines in mobile feed, remainder truncated. Usually is around 205 – 275 characters

Thumbnail of Page's profile photo, Like button, friend's check-in, location added at end

Maxine Schlein 620 Everything looks fresh and delicious! — at Jasper's Market. Like · Comment · September 4 at 3:05pm in Menlo Park · 🗶 · Sponsored 🖞 4 people like this. Write a comment. Press Enter to post.



Right column

Text: 90 characters

Thumbnail of Page's profile photo, Like button, friend's check-in, location added atend

P	Maxine Schlein Everything looks fresh and delicious! — at Jasper's Market.		
	Ð	Jasper's Market 🖞 Like	
	🖒 2 💭		

Best use cases

• Getting people to visit your store and make in-store purchases

Game played sponsored story

Desktop News Feed

Text: Friend's name, 90 characters Image: Thumbnail of friend's profile picture

Option to play the game from the sponsored story

Mobile News Feed

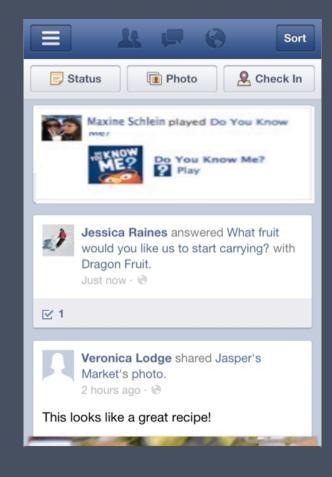
Text: Friend's name Image: Thumbnail of friend's profile picture

Right column

Text: Friend's name, 90 characters Image: Thumbnail of friend's profile picture

Option to play the game from the sponsored story







Maxine Schlein played Glory of Rome.



ilory of Rome

Best use cases

• Getting people to play your game

App shared sponsored story

Desktop News Feed

Text: Friend's name, what the friend said about the app, title of app, description of the app

Image specs: 90x90 px

Mobile News Feed

Text: Friend's name, what they said about the app, title of the app Image specs: 100x100 px

Right column

Text: Friend's name, what they said about the app (up to 90 characters) Image: Thumbnail of friend's picture and the image for the app

	Maxine Schlein
1	I can't wait to try these!
and a	Recipe Generator
	Get recipes for Jasper's Market's newest produce!
	f Like - Comment - Share - 9 minutes ago via Jasper's Market - 🏶
	Carlos Tejuco I love their recipe for strawberry shortcake! 9 minutes ago - Like
	Al Urim yummm, I'm trying it too! 7 minutes ago - Like
	Write a comment





Best use cases

• Getting app installs and engagement

Open graph sponsored story

Desktop News Feed

Character limits and image sizes completely dependent on story type

Mobile News Feed

Character limits and image sizes completely dependent on story type





Right column

Character limits and image sizes completely dependent on story type



Maxine Schlein listened to Song 1 by The Offspring on Spotify.



Song 1

Listen to Song

Best use cases

• Getting installs and usage of your Open Graph app

Domain sponsored story

Desktop News Feed

Text: 500 characters, remainder truncated. Link attachment is shown

Text format: 1-2 lines for the title (depending on length)

Domain link: 1 line

Body text: 2-3 lines (depending on title length)

Image specs: 154x154px if the offsite destination has an image larger than 154x154px; 90x90px otherwise





www.1800baskets.com Bigger is always better when celebrating -and a cookie—is involved. Our giantsized fortune cookie is dipped in luscious Belgian milk chocolate and topped with stive rainbow confetti that vellsooravl

Like - Comment - Share - 🛍 268 📮 14 📑 36 - 🛞 - Sponsored

Mobile News Feed

Text: Up to 6.5 lines in mobile feed, remainder truncated. Usually is around 205 – 275 characters.

Link title[.] 2 lines

Domain link[.] 1 line

Description: 1 line. If no source, we display description.

Image specs: 100x100 px



free! Includes a recipe for jam! 2 people have claimed this

Right column

Text: 90 characters, remainder truncated Image: 75x75 px



Maxine Schlein likes a link on Jasper's Market.



Jasper's Spotlight: Quick and easy recipes

See Link

Best use cases

Premium ads

- Homepage
- Logout page

Homepage – Placement

		Right column on bome page	
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Desktop News Feed

Mobile News Feed



Homepage – Premium units on right column

Page post text ad



Jasper's Market

We're really excited for the new type of fruit we have coming in...visit us to find out what it is!

 $1\cdot 1\cdot \mathsf{Like}$

Page post photo ad



Jasper's Market We are now open downtown and feature great produce!



 $4 \cdot 2 \cdot Unlike$

Page post video ad 185x194 px



🖒 Like This Page

Event ad



Jasper's Market Farmers' Market on September 22 at Jasper's Market.



Come meet the farmers that supply us with such incredible produce.

Like · Join

Offers 75x75 px



App ad 110x80 px

Jasper's Recipe Maker



Jasper's Recipe Maker allows you to make yummy entrees in just minutes! Get access now.

5 people used Jasper's Recipe Maker.

Page post link ad 75x75 px



Jasper's Market

It's officially fall - come get some fresh apples and try out our favorite apple pie recip...



 $4 \cdot 1 \cdot Unlike$

Domain ad

Jasper's Market is now open!



Jasper's Market is open everyday from 9am - 9pm. Visit our website for special deals.

Logout page – Placement

Logout page – Premium units

Page post video ad

Text: 90 characters, remainder truncated

Video:

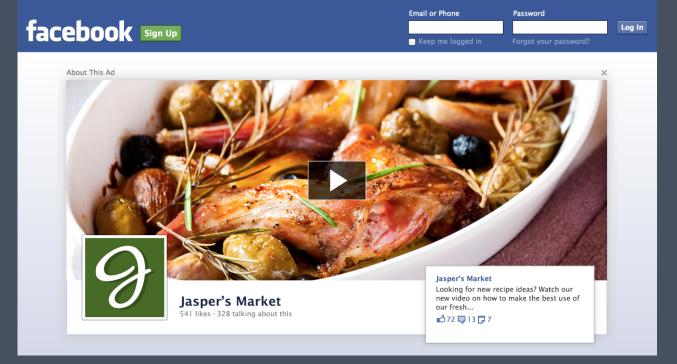
- Suggested resolution is 1920x1080p
- Minimum resolution is 1280x720p
- Suggested format is MP4
- 16:9 ideal aspect ratio
- 3 minute maximum, 30-60 seconds recommended

Page post link ad

Text: 90 characters, remainder truncated

Image:

- 851x315 px
- 300 dpi resolution
- Image uploaded from the Page to a public album



facebook Sign Up



Summary of how to buy premium ads

Bundles of placements you can buy	Placements included	Why this option?	
Homepage	 Right column of homepage Desktop News Feed Mobile News Feed 	The best way to reach your audience from the most visited page on Facebook.	
News Feed	Mobile News FeedDesktop News Feed	The most engaging placement on Facebook.	
Mobile News Feed	Mobile News Feed	The most engaging placement on customers' most personal device.	
Desktop News Feed	Desktop News Feed	The most engaging placement on customers' biggest screen	
Right column of homepage	Right column of homepage	Single share of voice for the right column of the most visited page on Facebook.	
Logout page	Logout page	The largest creative format to drive either video views or direct response traffic.	

IO – buying via an insertion order through a Facebook representative. This is the only way to have a guaranteed number of impressions.
 Power Editor – self-serve tool for advanced advertisers. It can be downloaded by anyone at https://www.facebook.com/ads/manage/powereditor
 API – access via Facebook's Application Programming Interface directly, or via tools built by our Preferred Marketing Developers (PMDs) using Facebook Ads API

How to buy it? 1,2,3

- IO, Power Editor, API

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