

facebook for business

Ads and Sponsored Stories Guide

Effective September 10, 2013

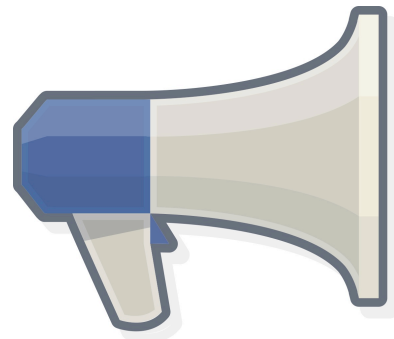
Updates to the guide as of September 10, 2013

- 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

1. [Page post text ad](#)
2. [Page post photo ad](#)
3. [Page post video ad](#)
4. [Page post link ad](#)
5. [Offer ad](#)
6. [Event ad](#)
7. [Page like ad](#)
8. [Mobile app install ad](#)
9. [App ad](#)
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](#)

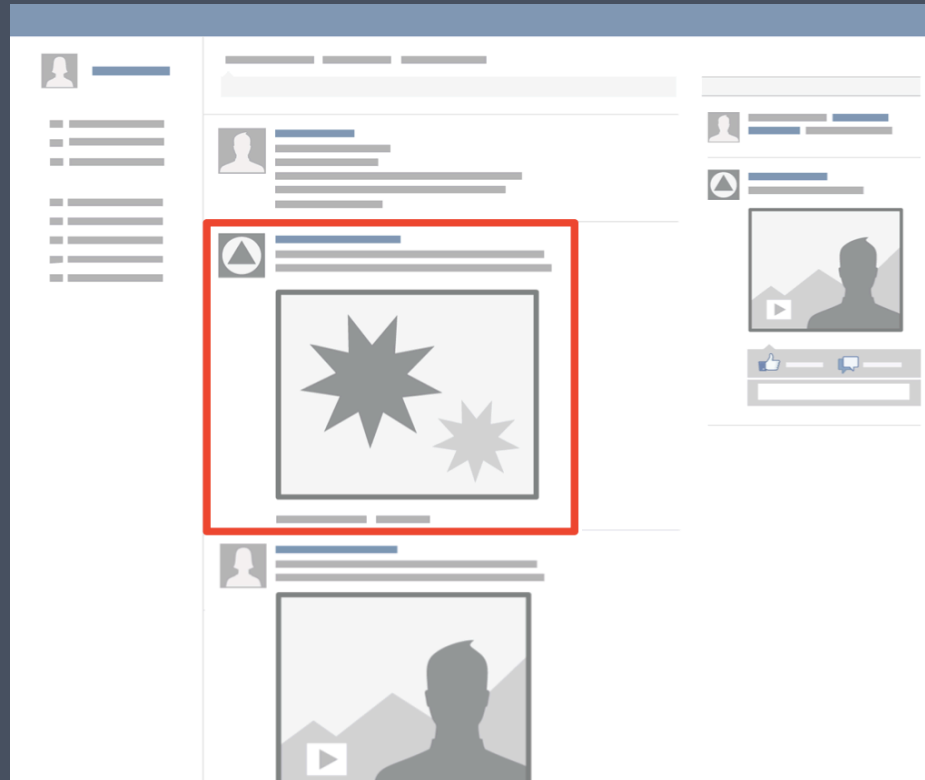
Placements

- Mobile News Feed
- Desktop News Feed
- Right column

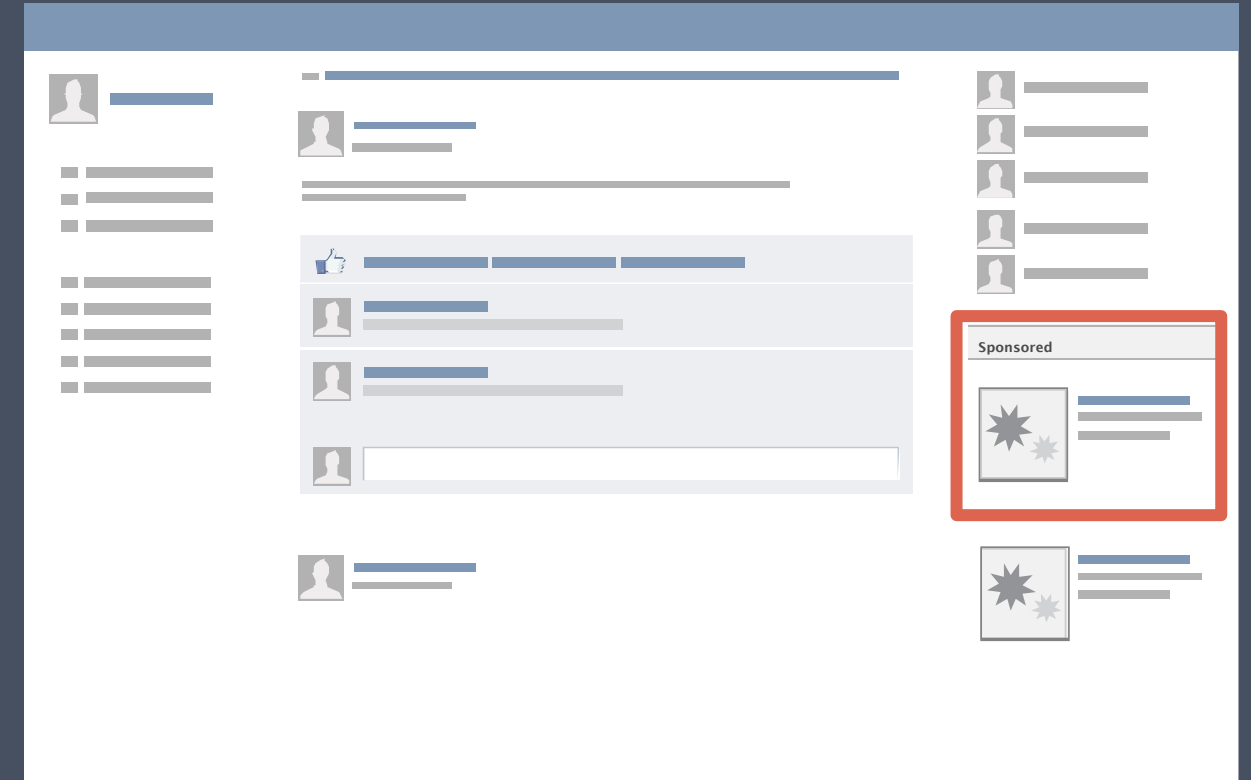
Placements



Mobile News Feed



Desktop News Feed



Right column of Facebook

Summary of products by individual placement

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

Summary of how to buy

Bundles of placements you can buy	Placements included	Why this option?	How to buy it? ^{1,2,3,4}
All Facebook	<ul style="list-style-type: none">• 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.	Ads Create tool, Power Editor, API, DSP
News Feed	<ul style="list-style-type: none">• Mobile News Feed• Desktop News Feed	The most engaging placement on Facebook.	Ads Create tool*, Power Editor, API, Promote button on the Page
Mobile News Feed	Mobile News Feed	The most engaging placement on customers' most personal device.	Ads Create tool*, Power Editor, API
Desktop News Feed	Desktop News Feed	The most engaging placement on customers' biggest screen..	Ads Create tool*, Power Editor, API
Right column of Facebook	Right column of Facebook	Deliver your message with additional frequency throughout Facebook to get more clicks and actions.	Ads Create tool*, Power Editor*, API*

* 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.



Ads: Voice of business

Creative details

Page post text ad

Recommended creative:

- Text: 90 characters

Desktop News Feed



Text: 500 characters, remainder truncated

Mobile News Feed



Text: 500 characters, remainder truncated

Right column



Text: 90 characters, remainder truncated

Best use cases

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

Page post photo ad

Desktop News Feed



Text: 500 characters, remainder truncated

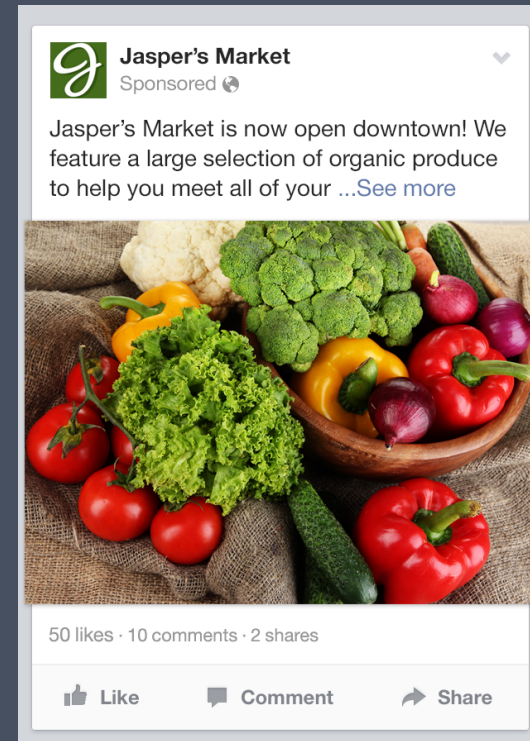
Image aspect ratio: Up to 1:1 at tallest
(depending on specs of uploaded image)

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



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



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)

Recommended creative:

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

Best use cases

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

Page post video ad

Desktop News Feed



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

Mobile News Feed



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



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

Recommended creative:

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

Best use cases

- Generating brand awareness and post engagement with video views
- Getting efficient video plays

Page post link ad

Desktop News Feed



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

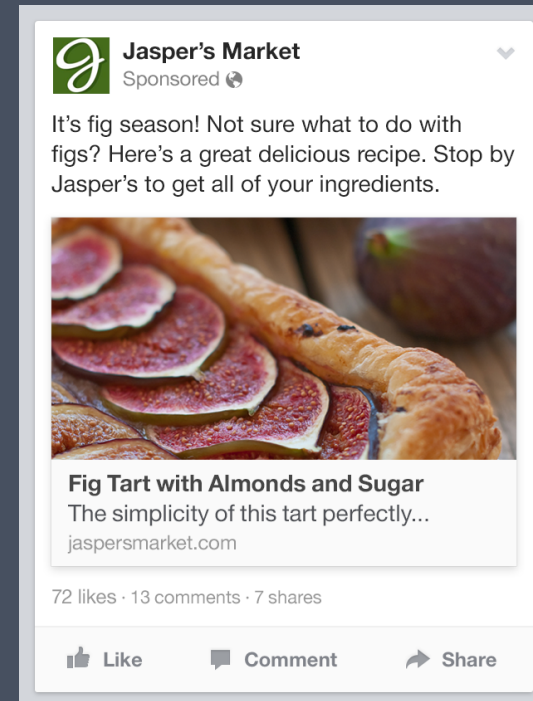
Image specs in ad: 400x209 px

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



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



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

Recommended creative:

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

Best use cases

- Getting website conversions including online sales and lead generation

Offer ad

Desktop News Feed

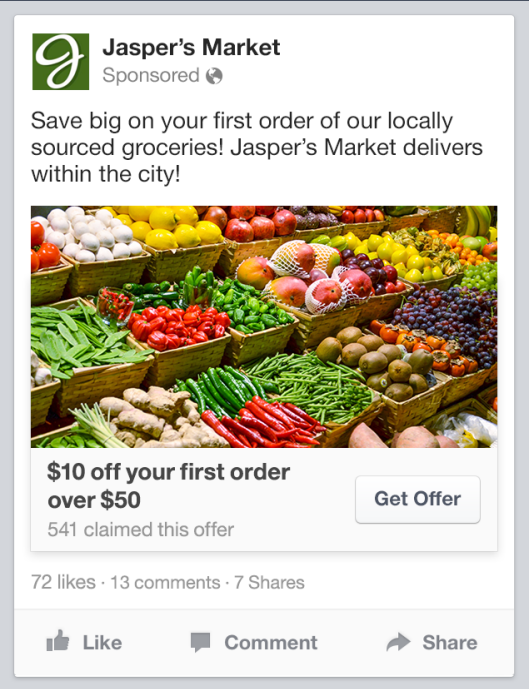


Text: 500 characters, remainder truncated
Offer details:

- 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

Mobile News Feed

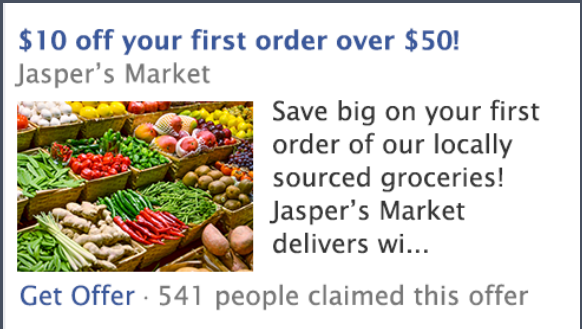


Text: 110 characters, remainder truncated (cut off at ~2.5 lines if unusual spacing)
Offer details:

- 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

Right column



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

Recommended creative:

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

Best use cases

- Getting current and prospective customers to make in-store purchases

Event ad

Desktop News Feed



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

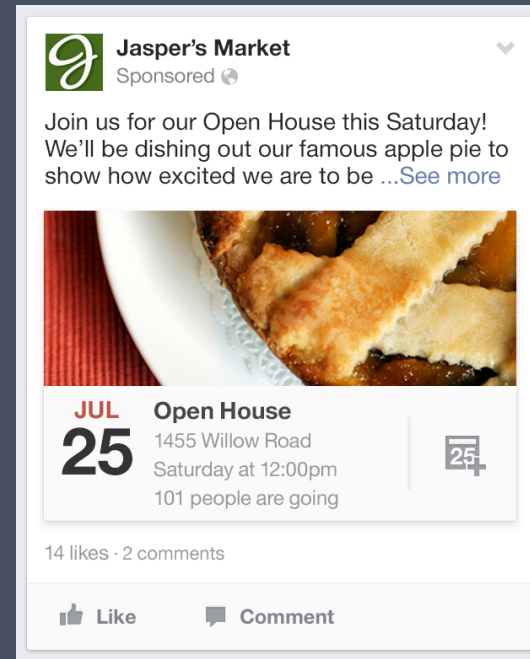
- Title: 1-2 lines (depending on length)
- Address: Up to 1 line (depending on title length)
- Date and time: 1 line

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

Mobile News Feed



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

Right column



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

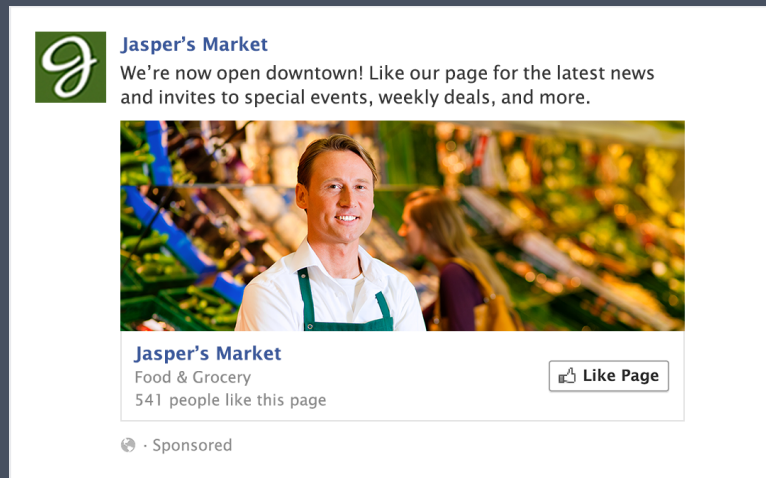
- Getting people to join and attend your event

Recommended creative:

- Text: 90 characters
- Event title: 25 characters
- Image ratio: 8:3
- Image size : 1200x450 px

Page like ad

Desktop News Feed



Text: 500 characters, remainder truncated

Page details (pulled from Page):

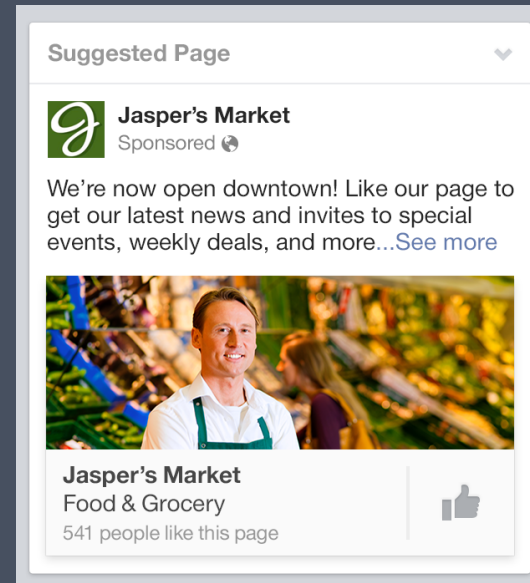
- Page category: Up to 1 line (depending on length of Page name)

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

Mobile News Feed



Text: 110 characters, remainder truncated (cut off at ~2.5 lines if unusual spacing)

Page details (pulled from Page):

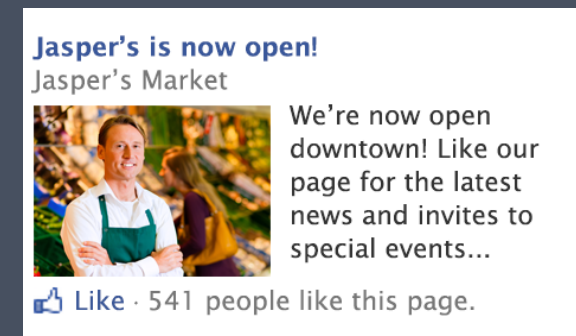
- Page category: Up to 1 line (depending on length of Page name)

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

Right column



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

Recommended creative:

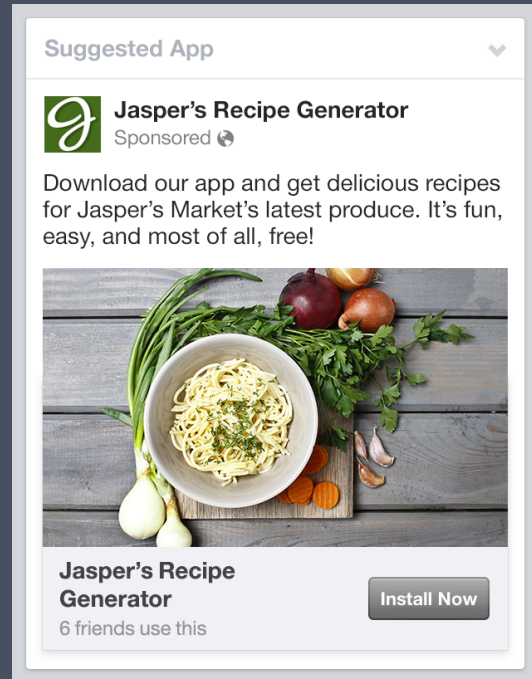
- Text: 90 characters
- Image ratio: 8:3
- Image size: 1200x450 px

Best use cases

- Getting people to like your Page

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)

Recommended creative:

- Text: 130 characters
- Image ratio: 5:3
- Image size: 1200x720 px

Best use cases

- Getting app installs

App ad

Right column



Title: App name (25 characters)

Text: 90 characters, remainder truncated

Image aspect ratio: 1.39:1

Image specs in ad: 100x72 px

Recommended creative:

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

Best use cases

- Getting app installs and engagement

Domain ad

Right column



Title: 25 characters

Text: 90 characters, remainder truncated

Domain link : 1 line

Image aspect ratio: 1.39:1

Image specs in ad: 100x72 px

Recommended creative:

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

Best use cases

- Getting website conversions including 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:

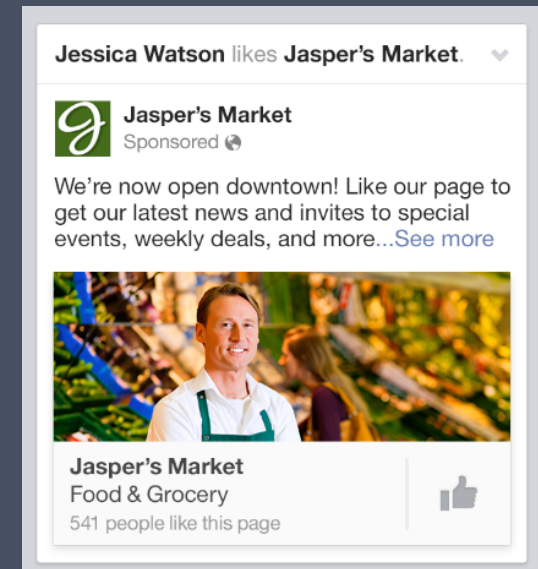


Text: Page name, Description, Page category pulled from the Page

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:



Best use cases

- Getting people to like your 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



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 'sub-story' 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

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)



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

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



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)



Best use cases

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

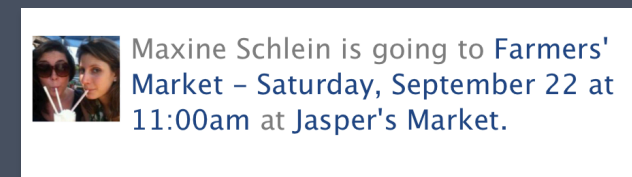
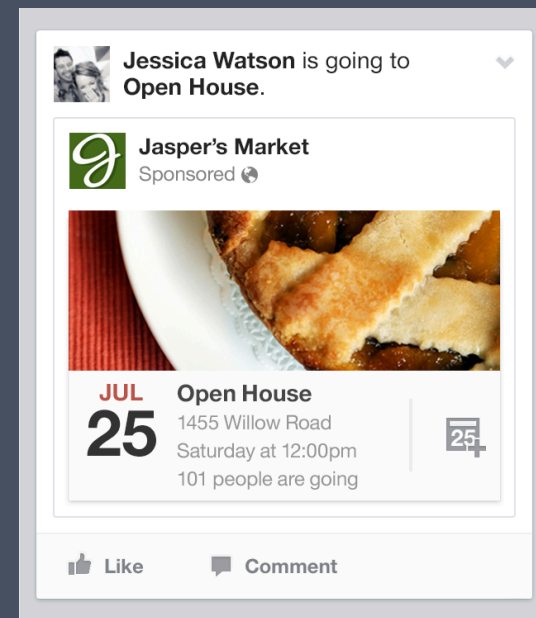
Image specs in ad: 560x210 px

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



Best use cases

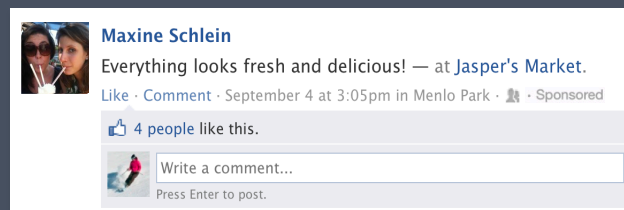
- Getting people to join and attend your event

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



Right column

Text: 90 characters

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



Best use cases

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

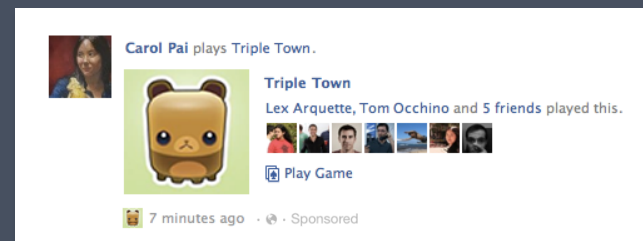
Game played sponsored story

Desktop News Feed

Text: Friend's name, 90 characters

Image: Thumbnail of friend's profile picture

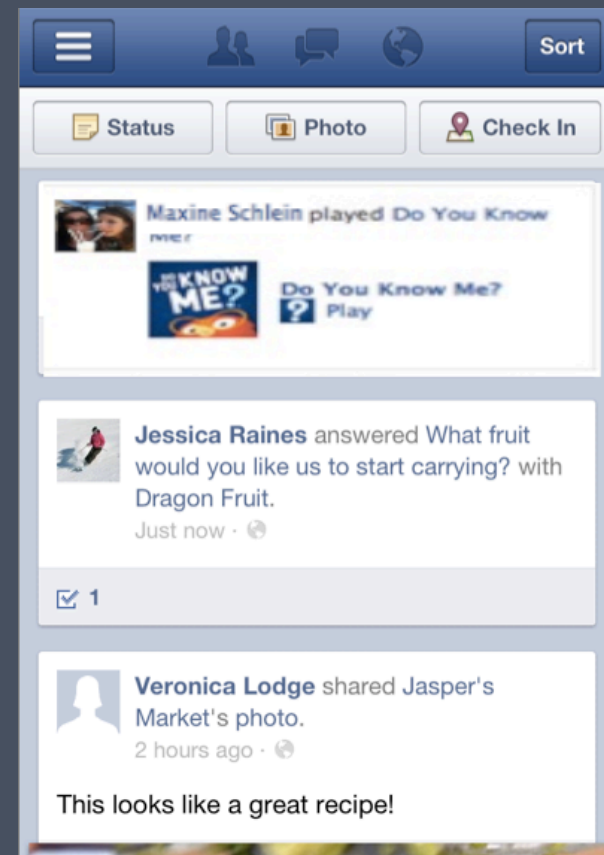
Option to play the game from the sponsored story



Mobile News Feed

Text: Friend's name

Image: Thumbnail of friend's profile picture

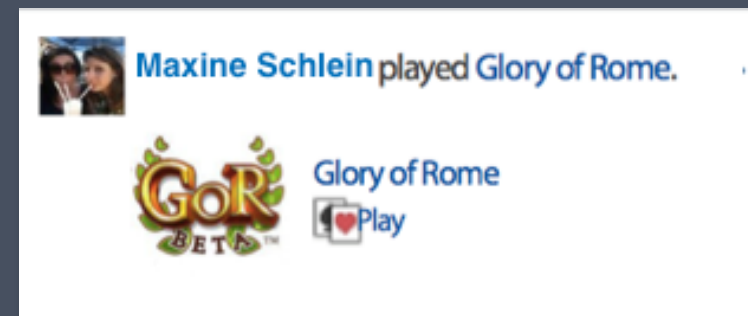


Right column

Text: Friend's name, 90 characters

Image: Thumbnail of friend's profile picture

Option to play the game from the sponsored story



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



Best use cases

- Getting app installs and engagement

Open graph sponsored story

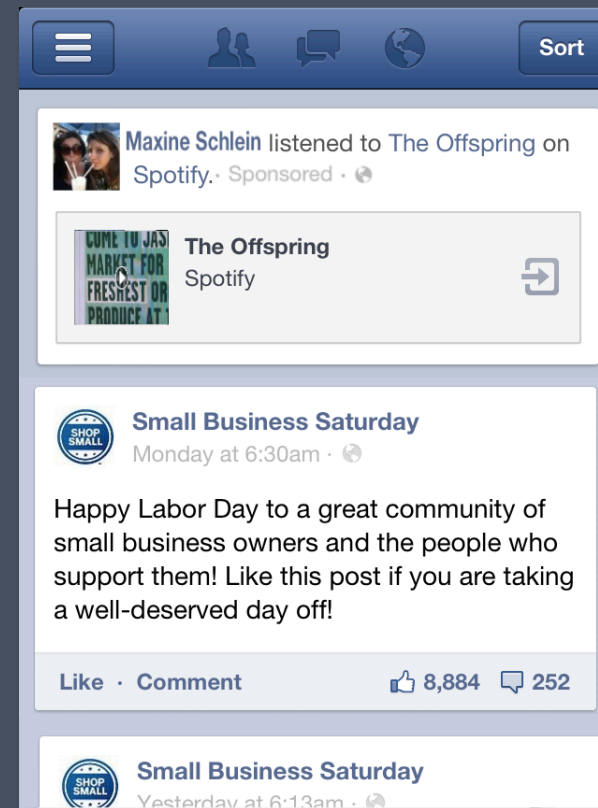
Desktop News Feed

Character limits and image sizes completely dependent on story type



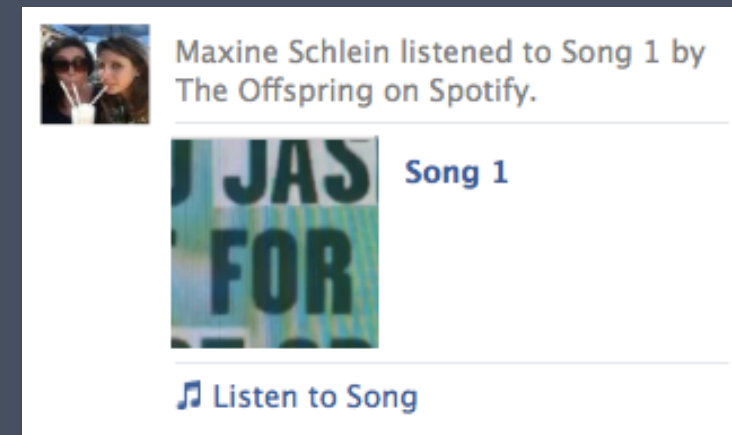
Mobile News Feed

Character limits and image sizes completely dependent on story type



Right column

Character limits and image sizes completely dependent on story type



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



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



Right column

Text: 90 characters, remainder truncated

Image: 75x75 px



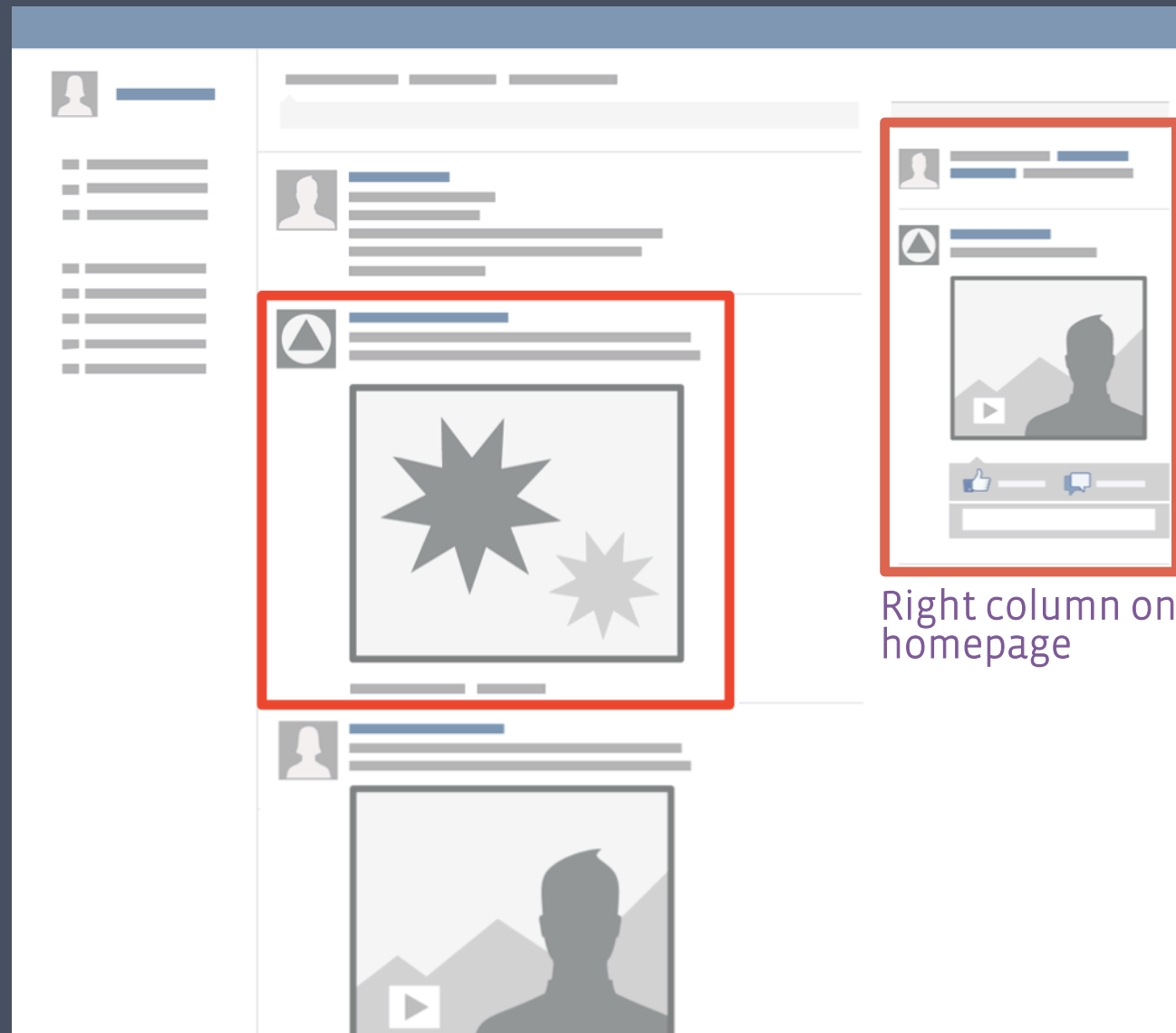
Best use cases

- Getting website conversions including online sales and leads

Premium ads

- Homepage
- Logout page

Homepage – Placement



Desktop News Feed



Mobile News Feed

Homepage – Premium units on right column

Page post text ad



Page post photo ad
168x128 px



Page post video ad
185x194 px



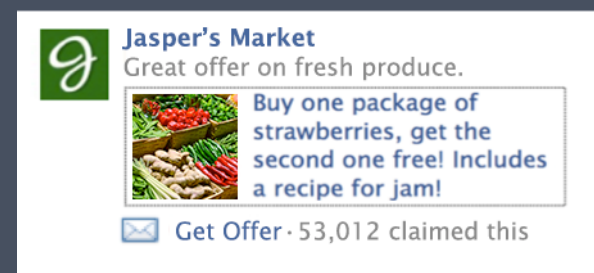
Page post link ad
75x75 px



Event ad
75x75 px



Offers
75x75 px



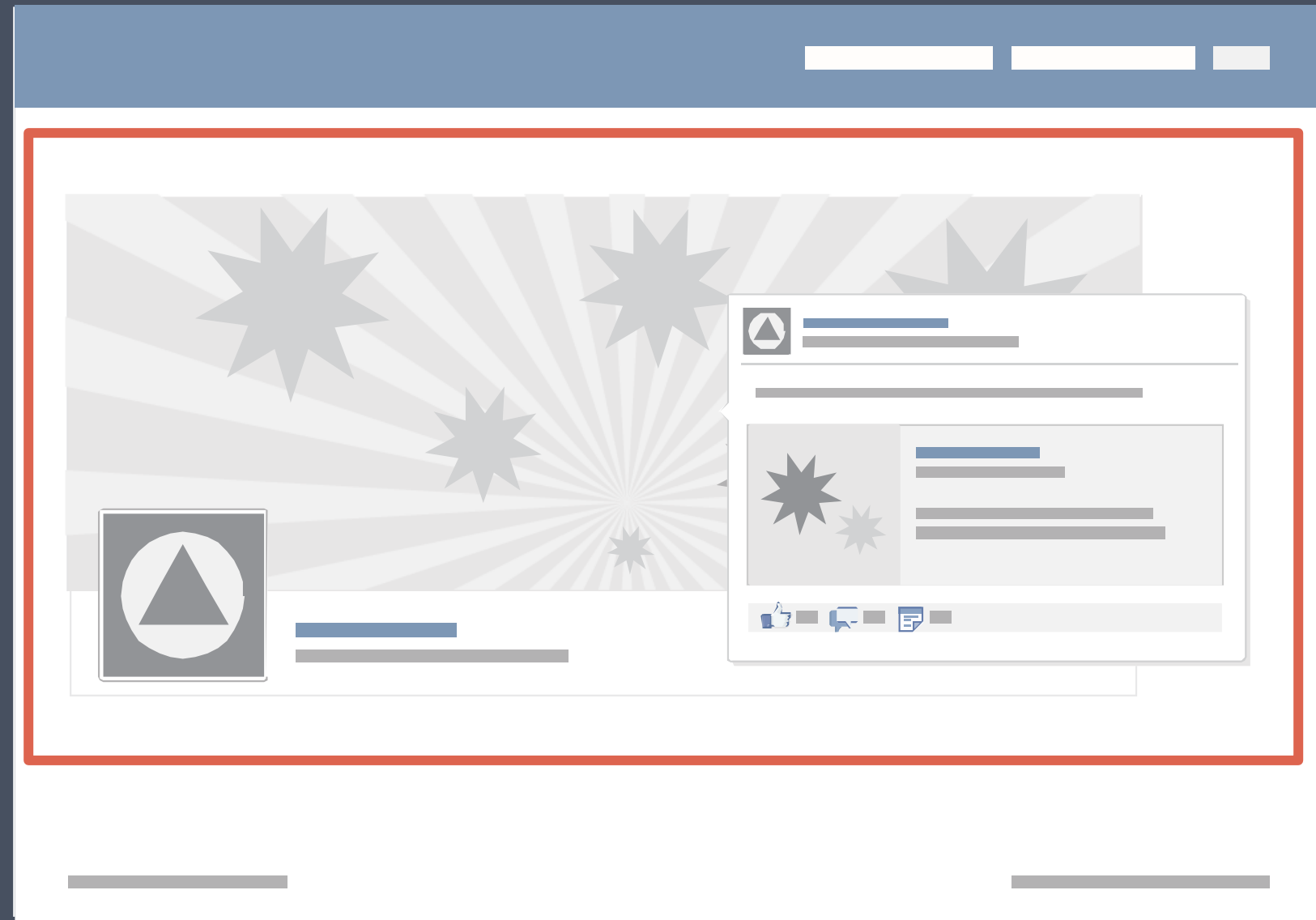
App ad
110x80 px



Domain ad
110x80 px



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](#)

Email or Phone Password [Log In](#)

☐ Keep me logged in [Forgot your password?](#)

About This Ad



 **Jasper's Market**
541 likes · 328 talking about this

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

facebook [Sign Up](#)

Email or Phone Password [Log In](#)

☐ Keep me logged in [Forgot your password?](#)

About This Ad



 **Jasper's Market**
541 likes · 328 talking about this

Jasper's Market
<http://bit.ly/figtart>
 It's fig season! Not sure what to do with figs? Here's a great dessert recipe. Stop by...

Summary of how to buy premium ads

Bundles of placements you can buy	Placements included	Why this option?	How to buy it? ^{1,2,3}
Homepage	<ul style="list-style-type: none">• Right column of homepage• Desktop News Feed• Mobile News Feed	The best way to reach your audience from the most visited page on Facebook.	IO, Power Editor, API
News Feed	<ul style="list-style-type: none">• Mobile News Feed• Desktop News Feed	The most engaging placement on Facebook.	IO, Power Editor, API
Mobile News Feed	Mobile News Feed	The most engaging placement on customers' most personal device.	IO, Power Editor, API
Desktop News Feed	Desktop News Feed	The most engaging placement on customers' biggest screen..	IO, Power Editor, API
Right column of homepage	Right column of homepage	Single share of voice for the right column of the most visited page on Facebook.	IO, Power Editor, API
Logout page	Logout page	The largest creative format to drive either video views or direct response traffic.	IO

1. IO – buying via an insertion order through a Facebook representative. This is the only way to have a guaranteed number of impressions.
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