

FACEBOOK AD SPECS

GENERAL CREATIVE SUBMISSION DETAILS

Deadlines: All Creative assets (creative/ad units & landing page URL), must be received by IAT a minimum of 48 hours prior to launch date (excluding weekends/stat days). If using Brand Security, assets must be received by IAT a minimum of 96 hours prior to launch date, due to additional setup process.

File Names:

the campaign date, the campaign title, the creative set, and the creative size:

Company (Oct 2015) Sales - FB Ad1.jpg

CREATIVE AD SPECS: FACEBOOK ADS

Website Ads	
Goal	Drive user to your website or external URL.
Destination	External URL
Image Size	1200 x 628 px (1.91:1 Ratio)
Headline	25 characters
Link Description	90 characters
Text	30 characters
Page Like Ads	
Goal	Get more likes, or Highlight a custom tab.
Destination	Facebook Page
Image Size	1200 x 444 px (2.7:1 Ratio)
Headline	25 characters
Link Description	90 characters
Text	Not Applicable
Event Ads	
Goal	Drive responses to your event on Facebook
Destination	Facebook Event
Image Size	1200 x 444px (2.7:1 Ratio)
Headline	25 characters
Link Description	90 characters
Text	Not Applicable

Other ad goals are available upon request, including Page Post Engagement (Previously “Boosted Posts”) Installs or Engagement, Offer Claims, or Video Views.

FACEBOOK’S 20% RULE:

Images used in ads on Facebook CANNOT include more than 20% text within the image itself. This applies to ads, including video thumbnails, and includes:

- Logos and Slogans
- Images with Text overlays or Watermarks
- Images that are clearly edited to include text on a product (as a loophole).

This is measured by a 5x5 grid that can be checked using Facebook’s Grid tool. Found here: http://www.facebook.com/ads/tools/text_overlay

BEST PRACTICES FOR IMAGES:

1. Use static images (.JPG, .JPEG, .PNG) – animations are not permitted.
2. Use clear, high-resolution images.
3. Avoid images that include a lot of background detail.
4. Images of people and bright colors tend to get more engagement from users.
5. Include the logo prominently in the image, to build brand awareness.
6. Keep important information within a 75 px bleed from the edge of the image.

BEST PRACTICES FOR AD COPY:

1. Include the client's company name in title or the description.
2. Use proper grammar and punctuation.
3. Include a strong Call to Action, directing users how you want them to interact.
4. Highlight any special offers or promotions.
5. Think like the average Joe – keep ad copy simple and easy to understand.
6. Avoid abbreviations and acronyms when possible.

FACEBOOK ADVERTISING POLICIES

Ignite reserves the right to reject or remove any ad at its sole discretion at any time. Facebook will reject ads that are not compliant to Facebook's Advertising Policies. Some key items from this policy are highlighted below (as of 2015 May). For a complete and up-to-date version of these policies, please visit the following link:

GENERAL

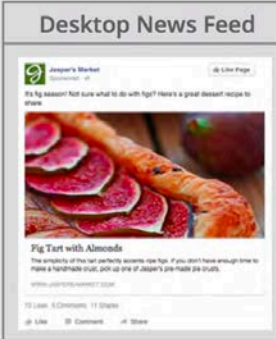

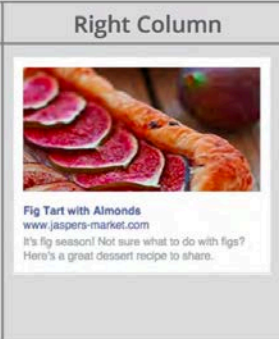
1. Ads must not violate Facebook's Community Standards.
2. Ads may not assert or imply personal attributes (race, origin, religion, sexual orientation, disability, medical condition, financial status, name, gender, etc.)
3. Targeting cannot be used to discriminate against, harass, provoke, or disparage users to engage in predatory advertising practices.
4. Custom Audience (retargeting) must comply with applicable terms.
5. Relevancy – all components of an ad must be relevant and appropriate to the product or services being offered, and the audience viewing the ad.
6. Accuracy – ads must clearly represent the company, product, service, and brand.
7. Landing Pages – products and services promoted in the ad copy must match those promoted on the landing page (which may not link or offer prohibited content). Ads must lead to a functioning landing page that does not interfere with a user's ability to navigate away from the page, and does not redirect.

PROHIBITED CONTENT




1. Drugs, tobacco, unhealthy supplements, weapons, or associated paraphernalia.
2. Spyware, malware, nonexistent functionality (play, close, clickable buttons, etc.)
3. Adult products or services, nudity, sexually provocative or suggestive images.
4. Shocking, disrespectful or violent content.
5. Deceptive, false, or misleading content, claims or practices.
6. Audio or flash animation

RESTRICTED CONTENT




1. **Alcohol** – must comply with applicable laws, licenses, and age limits
2. **Dating** – requires prior approval from Facebook
3. **Gambling/Games of Skill** – requires prior approval from Facebook
4. **Lotteries** – must comply with applicable laws, targeted within jurisdiction
5. **Pharmacies & Supplements** – requires prior approval from Facebook
6. **Subscription Services** – must comply with the Subscription Services Ad Policy

WEBSITE ADS - CREATIVE AD SPECS				
		Desktop News Feed	Mobile Newsfeed	Right Column
				
AD SPECS	Text	90 Characters		
	Headline	25 Characters		
	Description	30 Characters		
	Image	1200 x 628 px (1.91:1 ratio)		
	File Size	1 megabyte (maximum)		
	Button	(Optional) - Shop Now, Book Now, Learn More, Sign Up, Download		
RENDERED IN AD	Text	500 Characters	110 Characters	90 Characters
	Headline	1-2 Lines	1-2 Lines	25 Characters
	Description	2-3 Lines	2-3 Lines	N/A
	Image	470 x 246 px	560 x 292 px	254 x 133 px

PAGE LIKE ADS - CREATIVE AD SPECS

		Desktop News Feed	Mobile Newsfeed	Right Column
				
AD SPECS	Text	90 Characters		
	Headline	25 Characters		
	Image	1200 x 628 px (1.91:1 ratio)		
	File Size	1 megabyte (maximum)		
RENDERED IN AD	Text	90 Characters	110 Characters	90 Characters
	Headline	n/a	n/a	25 Characters
	Page Info	Category pulled from page settings	Category pulled from page settings	Name pulled from page settings
	Image	470 x 246 px	560 x 292 px	254 x 94 px

CAROUSEL ADS - CREATIVE AD SPECS

		Desktop News Feed	Mobile Newsfeed	Right Column
				
AD SPECS	Text	90 Characters		
	Headline	25 Characters		
	Image	600 x 600 px (1:1 ratio)		
	File Size	1 megabyte (maximum)		
	Link Description	20 Characters		
	Other Info	Your Image may not include more than 20% Text. Use Facebook's Grid tool to see how much text is on your image.		