



FACEBOOK VIDEO AD SPECS

GENERAL CREATIVE SUBMISSION DETAILS

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

File Names: All ads must use unique file names, and should include the advertisers name, the campaign date, the campaign title, the creative set, and the creative size:

Company (Oct 2015) Sales - Video Ad1.mp4

CREATIVE AD SPECS: FACEBOOK VIDEO ADS

	Directions
Text	90 Characters
Thumbnail Image	- Should match the aspect ratio of your video. - Your Thumbnail image may not include more than 20% text.
Video	- H.264 video compression - High profile preferred - Square pixels - Fixed frame rate - Progressive scan
Frames	30fps max
Format	.mp4
Aspect Ratio	1.33:1 / 4:3 / SDTV, 1.375:1 / film, 1.77 / 16.9 / HDTV, 1.85:1 / Film, 2:39:1 or 2:40:1 / Widescreen, no pillar boxing or letter boxing.
Audio	AAC audio compression, 128kbps + preferred
File Size	Up to 1.75GB max
Bitrate	No limit to bitrate file if you're using two pass encoding, as long as long as your file doesn't exceed 1 GB. Otherwise, 8 megabits per second for 1080p and 4 megabits per second for 720p.
Length	45 minutes max