

Meta Ads Size Cheat Sheet 2026

Quick Reference Guide for All Facebook & Instagram Ad Specifications

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 **January 2026 Update:** The standalone Instagram Explore feed was retired in January 2026 and that delivery now flows into Reels. Instagram Explore *Home* (the grid-tile layout reached from the Explore tab) is still active and uses 1:1 (1080×1080) creative. All other placement specs below are unchanged from 2025.

Quick Reference Table

Placement	Image Size	Video Size	Aspect Ratio	Max File Size	Text Limits
Feed	1080×1080 or 1080×1350	Same	1:1 or 4:5	30MB / 4GB	125/40/30 chars
Stories	1080×1920	1080×1920	9:16	30MB / 4GB	No persistent text
Reels	1080×1920	1080×1920	9:16	30MB / 4GB	In-video only
Right Column	1080×1080	N/A	1:1	30MB	40 chars headline
Carousel	1080×1080 per card	1080×1080	1:1	30MB / 4GB	40/20 per card
Messenger	1200×628	1200×628	1.91:1	30MB / 4GB	20 chars headline
Marketplace	1080×1080	1080×1080	1:1	30MB / 4GB	125/40/30 chars
IG Explore Home	1080×1080	1080×1080	1:1	30MB / 4GB	125/40/30 chars

Feed Ads (Facebook & Instagram)

Image Specifications

- **Recommended:** 1080×1080 (1:1) or 1080×1350 (4:5)
- **Minimum:** 600×600 pixels
- **Best Practice:** Upload at 1440×1440+ for retina displays
- **File Types:** JPG, PNG
- **Max Size:** 30MB

Video Specifications

- **Recommended:** 1080×1080 (1:1) or 1080×1350 (4:5)
- **Length:** 1 second to 241 minutes
- **Optimal Length:** 15-60 seconds
- **File Types:** MP4, MOV
- **Max Size:** 4GB
- **Frame Rate:** Up to 30fps
- **Codec:** H.264 video, AAC audio

Text Limits

- **Primary Text:** 125 characters visible
- **Headline:** 40 characters
- **Description:** 30 characters
- **Link Description:** 30 characters

💡 **Pro Tip:** 4:5 vertical (1080×1350) typically performs best in feed - more mobile screen space!

Stories & Reels

Stories Specifications

- **Size:** 1080×1920 (9:16)
- **Safe Zone:** Central 1080×1420 area
- **Duration:** Up to 15 seconds (video)
- **Display Time:** 5 seconds (image)
- **Avoid:** Top 250px and bottom 250px

Reels Specifications

- **Size:** 1080×1920 (9:16)
- **Safe Zone:** Keep 14% top, 35% bottom, 6% sides clear

- **Duration:** Up to 30 seconds for ads
- **Audio:** On by default

⚠ **Important:** Design with safe zones in mind - UI elements will cover edges! With Instagram Explore feed retired in Jan 2026, more delivery flows into Reels than ever.

Carousel Ads

- **Cards:** 2-10 images or videos
 - **Size:** 1080×1080 per card (must be consistent)
 - **Video Length:** Up to 240 minutes per card
 - **Headlines:** 40 characters per card
 - **Descriptions:** 20 characters per card
 - **Primary Text:** 125 characters (for entire carousel)
- ✅ **Best Practice:** First card gets most views - make it count!
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Messenger Ads

- **Recommended:** 1200×628 (1.91:1)
 - **Minimum:** 600×314 pixels
 - **Headline:** 20 characters max
 - **No description field**
 - **Design Tip:** Bold, simple imagery works best
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Marketplace Ads

- **Same as Feed:** 1080×1080 recommended
 - **Focus:** Product-centric imagery
 - **Text:** Same limits as feed ads
 - **Context:** Users have high purchase intent
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Right Column (Desktop Only)

- **Size:** 1080×1080 upload
- **Display:** Much smaller than upload size
- **Text:** Headline only (40 chars)
- **No video support**

- **Design:** High contrast, simple visuals
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Audience Network

Native/Banner

- **Recommended:** 1200×628 (1.91:1)
- **Minimum:** 398×208 (avoid - too small)

Interstitial

- **Vertical:** 1080×1920 (9:16)
- **Horizontal:** 1920×1080 (16:9)
- **Square:** 1080×1080 (1:1)

Rewarded Video

- **Recommended:** 1080×1080 (vertical 9:16 supported)
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Technical Requirements

Image Files

- **Formats:** JPG, PNG
- **Max Size:** 30MB
- **Color Profile:** sRGB
- **Compression:** 90%+ quality for JPG

Video Files

- **Formats:** MP4, MOV
 - **Max Size:** 4GB
 - **Codec:** H.264 with AAC audio
 - **Bitrate:** 5,000-10,000 kbps for 1080p
 - **Frame Rate:** 30fps or lower
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Character Limits Summary

Field	Character Limit	Notes
Primary Text	125 visible	More allowed but truncated
Headline	40	Key message here
Description	25-30	Varies by placement
Messenger Headline	20	Very limited
Carousel per Card	40/20	Headline/Description



Quick Decision Guide

One Asset for All? → Use 1080×1080 square

Optimizing for Feed? → Use 1080×1350 (4:5)

Stories/Reels Focus? → Create 1080×1920 (9:16)

Best Overall Strategy? → Create 3 versions:

1. 1080×1080 (square) - universal
2. 1080×1350 (4:5) - feed optimization
3. 1080×1920 (9:16) - stories/reels



Common Mistakes to Avoid

1. **Using minimum sizes** - Always go higher than 600×600
2. **Ignoring safe zones** - Your CTA will get cut off
3. **Too much text on images** - Hurts delivery
4. **Wrong video codec** - Use H.264, not HEVC
5. **Forgetting mobile preview** - 98%+ users are mobile



Pro Performance Tips

- **Higher Resolution = Better Quality** after compression
- **4:5 Vertical** typically outperforms square in feed
- **Test Different Crops** using Placement Asset Customization

- **Include Captions** in videos - many watch without sound
 - **Front-Load Your Message** - first 3 seconds are crucial
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Mobile-First Checklist

- Designed at correct dimensions
 - Text readable at small sizes
 - Safe zones respected
 - Tested on actual device
 - Fast-loading file sizes
 - Clear focal point
 - High contrast for small screens
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Save this guide for quick reference during campaign creation!