

Meta Ads Size Cheat Sheet 2025

Quick Reference Guide for All Facebook & Instagram Ad Specifications

Brought to you by [AdsUploader.com](https://adsuploader.com) - Save hours on Meta Ads with bulk upload automation, instant ad variations, and streamlined campaign management.

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

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!

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!

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
-

Marketplace Ads

- **Same as Feed:** 1080×1080 recommended
 - **Focus:** Product-centric imagery
 - **Text:** Same limits as feed ads
 - **Context:** Users have high purchase intent
-

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
-

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)
-

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

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
-

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
-

Save this guide for quick reference during campaign creation!