



VIDEO AD SPECIFICATIONS

Where to advertise and how to optimize your video

- Google Ads & Google My Business
 - Aspect ratio: 16:9 (1920 x 1080) and Square
 - Video length: 30 sec
 - Max file size: 100mb
- Youtube
 - Aspect ratio 16:9 (1920 x 1080)
 - Video length 12 sec - 6 minutes (skippable) & 15-20 sec (non-skippable)
 - Max file size is 128gb or 12 hours
- LinkedIn
 - Aspect ratio: All
 - Video length: 3 sec to 10 mins
 - Max file size: 5gb
- Facebook Desktop & Mobile (Newsfeed, Carousel, Canvas, Slideshow)
 - Aspect ratio: 16:9 (1280 x 720) and Square
 - Video length: 15 sec to 120 mins
 - Max file size: 4gb
- Instagram
 - Aspect ratio: 16:9 (vertical stories), 1:1, 4:5 (minimum width 600)
 - Video length: 60 secs (stories 15 sec)
 - Max file size: 4gb
- Pinterest
 - Aspect ratio: All aspects
 - Video length: 30 mins
 - Max file size: 2gb
- Snapchat
 - Aspect ratio vertical: 9:16 (1080 x 1920)
 - Video length: story ad 3-10 sec, long-form 3-80 sec
 - Max file size: 32mb & 1gb respectively

Formats: MP4

Frame Rate: 30fps

Codec: H.264